

Developing an Offer Strategy for Direct Mail, Email and the Web

Aside from the List (or Media), nothing is more important in direct response than the Offer.

The Offer is the secret sauce of direct response marketing. When you understand the power of the Offer, you can drive response in a way that will meet your lead and sales goals.

Whether you're using direct mail, email, advertising or the web, if you want people to respond, you do it with offers.

In this session, you'll learn

- how the offer drives response quantity and response quality
- the most common misconceptions about the offer
- about the difference between lead offers and order offers
- about the commonly overlooked elements of your offer
- how to tweak your offers to meet specific response goals
- how to adapt your offers to various stages in your sales process
- how to use the offer to test multiple media channels
- simple, affordable ways to change your offer for better results
- presenting the offer to increase exposure and response

Bob McCarthy is a direct response copywriter and consultant.

A 30-year direct mail veteran and past president of NEDMA, Bob today helps businesses and non-profits apply direct response strategy and creative across marketing channels - in direct mail, advertising, email and online marketing.

Bob has also taught direct marketing in the professional development programs of both Bentley College and Merrimack College.

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