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# Direct Mail Business Vs Email Marketing

There is no doubt that email marketing is rather cheaper than [direct mail business](#). However, when taking into consideration the amount of business these options generate, direct mail marketing is the clear variant to reach more people who will actually read your advertisement.

A lot of small businesses that rely on a total electronic marketing campaign are losing a huge chunk of potential buyers. Printed materials are quite easier to comprehend, and thus more likely to be read. Often times, a small percentage of e-mail marketing is ever opened, because of the messages ending up in junk or spam filters or being simply deleted by the recipient before being read. While direct mail advertisements may also be thrown out, it is safe to assume that at least a part of the advertisement will be read before being thrown out.

Using a total electronic campaign leaves a lot of potential clients out of your clutch. While the vast majority of people have email accounts and Internet access, it is more likely that they will ignore your advertisements or save them until they are in need of your service or product. Cultivating a successful email marketing campaign may be time consuming and tricky - there are many laws and regulations to adhere to. You'll want to be sure you're carrying the best, most appropriate, and eye-catching email subject lines and content to grab the attention of people - especially when they are constantly bombarded with electronic marketing. Fiasco to mold your campaign into one that brings results and holds potential customer's attention may make them desensitized to your email marketing and delete your electronic advertisement so it is important to know [how to make money on the side](#).

Direct mail advertising is the surefire way to reach potential clients strictly grounded on the likelihood that they will pay attention to your physical marketing materials better than an electronic advertisement. Furthermore, email lists are very difficult to keep up with, due to the fact that many people change their email address regularly or give fictitious email addresses. Compare that to the current housing market, where people are more likely to stay in their houses as opposed to moving. When taking into consideration the changing of electronic and physical address aspects, direct mail marketing reaches more intended recipients than an email-only campaign could. Additionally, if a recipient moves, their mail is usually forwarded to their new address, insuring your direct marketing reaches them. But, many people do not use email forwarding when changing email addresses.

When direct mailing, you'll want to be sure you are targeting people who have a history or a need for your business. For instance, if your business specializes in professional grade cooking products, you'll want to target restaurant owners and caterers. Contrariwise, if your business is a restaurant, you'll want to target everyone in a specified radius, because everyone needs to eat. Take the time to think ahead to your best aimed audience and anticipate their demands; this will guarantee that when you [send out cards](#) they are read instead of thrown in the recycling bin.

There is no question that email marketing is cheap and can be efficient. But, it is imperative that your business utilizes a combination of both electronic and traditional direct mail marketing to acquire the largest possible clients base in order to capitalize on all markets possible.

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