

Direct Mail Advertising

Direct Mail delivers a lot for your marketing dollar. Research shows; in 2007, every dollar spend on Direct Mail earned almost \$12 in sales.

CPMR; Denver Direct Mail Campaign to Promote new Web Site & Certification Programs



Maxfield Research; Capabilities Brochure w/ Spin to address national capabilities



NAFAC; Direct Mail campaign to promote National Convention



NowCare Urgent Care; Occupational Medicine Awareness Campaign



UBB Visa Card Services; Direct Mail Campaign; resulted in dbl digit increase in sales.



Direct Mail is one of the best drivers of website traffic. Precision targeting & high revenue-per-contact can make Direct Mail one of the most cost-effective channels in marketing.



MaxMarCom has the experience and skill set to combine all marketing channels & yield highest ROI. We also practice what we preach!

According to Int'l Communications Reserach commissioned by Pitney Bowes, 73% of consumers prefer mail for new-product announcements or offers from companies they do business with. Just 18% preferred e-mail.

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