

DIRECT MAIL FOLLOW-UP

Use Telemarketing To Increase Response Rates!

Combining direct mail with professional telemarketing follow-up can more than double response rates!

How Direct Mail Follow Up Works

Don't assume that your potential customers are going to be proactive and contact you. Use your direct mail as a starting platform for your telemarketing activities – the synergy between direct mail and lead generation will generate increased responses!

Let 3D2B help you communicate effectively and directly with your customers, distributors, and business partners, with a strategic marketing campaign that includes all elements of effective marketing.

In conjunction with a marketing and/or sales customer database, telemarketing will turn your direct mail follow-up activity into a detailed market analysis. This means that all prospect information and buying intentions are captured and analysed, allowing you optimise future direct mail efforts!

Who Could Benefit From It?

Any company that uses direct mail to generate leads can, and should take advantage of such follow up expertise as proven by 3D2B. Let 3D2B take this responsibility off your Sales Team. We allow your Sales Reps to focus on their core competence – closing the sale, when the prospect is ready to buy!

Why Outsourcing Makes Sense?

Telemarketing follow-up after your direct mail efforts is essential, however, you may not have the internal resources to handle such an important task. Often, the volume of such activity does not allow you a budget to allocate resources that would do this job as their sole focus. If instead there is enough volume, the cost of hiring, training, equipping, housing, coaching, motivating, and managing such internal resources is considerable. With an outsourced partner who's core business is lead generation, lead qualification, and follow up via telephone, fax, and/or email – your costs are dramatically reduced.

DIRECT MAIL FOLLOW-UP IS MOST EFFECTIVE WHEN...



- a company needs to achieve high-impact sales over a short term
- a company needs to increase it's volume of qualified leads
- a company needs to reduce cost per qualified lead
- a company needs to produce a highly focused and result-oriented marketing campaign