

4 Marketing Strategies That Will Help You Succeed

Get to know why multi-channel marketing really works

EMAIL

84% of email subscribers **want personalized emails.**

77% are more likely to purchase from a personalized email.

80% sign up for emails to get discounts.¹

DIRECT MAIL

56% of postcards are read by recipients.¹

More people respond to courtesy-reply envelopes than business-reply.

Direct mail comprises 57% of total mail volume.¹

SEARCH ENGINE MARKETING

400% more people **search for “nearby” places or products.**

About 1 in 5 Google searches are related to location.

Mobile and tablet continue to be the most-used devices.¹

TELEMARKETING

Pairs well with direct mail and email.

Less likely than other channels to abandon their shopping cart.

Benefits overall multi-channel marketing campaign.¹

Combine Them and Pay Attention

Top multi-channel marketers keep track of when direct mail campaigns will arrive at the doorstep. They'll capitalize on this to properly time the delivery of other materials to increase conversation rates.¹

Our marketing experts can help you develop a multichannel marketing strategy that suits your needs. **Give us a call at 877.708.3844 or visit www.salesgenie.com today.**