

## **Email Marketing Combined with Outbound Telemarketing and Direct Mail for Greater ROI**

As the old saying goes, there is more than one way to skin a cat. I do not know why anyone would ever want to skin a cat in the first place, but the essential truth of this old proverb is that there is always more than one method to accomplish a particular goal. Marketing is no different. There are nearly unlimited methods for marketing; in the end, all marketing comes down to communication. Successful marketers have learned to effectively communicate information about products and services to potential consumers in a memorable way.

Every method of marketing has its particular strengths and weaknesses. Television advertising, for instance, can be highly effective, but it is extremely expensive. Selling products door to door may have mixed results, but it allows you to make contact with your potential customers at little or no cost. Not just companies selling products are interested in marketing. Political parties spend enormous amounts of money supporting and promoting their candidates. Nonprofit organizations use marketing to raise awareness and solicit donations. No matter what the organization, product or issue you want to promote, combining multiple marketing methods makes promotions more effective.

### **A Powerful Team**

Email marketing combined with outbound telemarketing and/or direct mail is a plan that can often offer a greater return on investment than any of these methods could achieve separately. Here is a quick rundown of the strengths and weaknesses of each of these methods.

- **Email Marketing**
  - **Strengths:** Inexpensive; easy to customize message for different target audiences
  - **Weaknesses:** Messages may be ignored or labeled as spam
  
- **Outbound Telemarketing**
  - **Strengths:** Sales staff makes direct contact with customers; skilled personnel can be extremely effective at motivating purchases and up-selling
  - **Weaknesses:** Expensive; many people are annoyed by telemarketing
  
- **Direct Mail Marketing**
  - **Strengths:** Physical advertisements may have greater impact than their electronic counterparts
  - **Weaknesses:** More expensive to send different messages to different customers

## **Greater than the Sum of Its Parts**

When these methods work together as part of a unified marketing strategy, their strengths and weaknesses complement each other. The impersonal nature of direct mail marketing is countered by the personal touch of a phone call. You can exchange a large amount of information quickly and clearly via email, yet still give your customers physical documents and articles they can touch, feel and hold. When you use multiple, complementary approaches to your target market, you are more likely to get a response. Once you make the initial contact, you can use all three methods to have focused communications with your potential customers or supporters, tailored to each person. In other words, you can find out what methods and messages individuals are most likely to respond to, and use them. This is the best way to market anything.

Email marketing combined with outbound telemarketing and direct mail can revolutionize the way you approach your potential customers and dramatically improve your results. Consider how these methods might work for your business or organization, and you may well enjoy a better relationship with your customers and better return on your marketing investment.