



## Guide the consumer through the **buying process** with enhanced web presence

### COMBINE OFFLINE AND ONLINE TO LIFT SALES

Direct mail has a tremendous influence on generating online sales.

- Websites received a 163% lift when supported by direct mail (USPS study)
- Over 60% of direct mail recipients were influenced to visit promoted website – with the greatest influence on first-time shoppers
- Direct mail recipients purchased 28% more items and spent 28% more money than non direct mail recipients

#### Besides researching, online shoppers also:

- read expert and user reviews (21%)
- visit price comparison sites (16%)
- search for discount coupons (14%)

### WEBSITES MUST SELL 24/7

- Your direct mail ad will create interest, so make sure your website is ready when they visit for more information, reviews and offers
- Continue following up on customers and prospects with CRM, email marketing and remarketing campaigns
- Help online and smartphone searchers find your business with SEO and Adwords



### RSVP ONLINE CAN HELP SO YOU DON'T MISS OUT ON BUSINESS

- Website Design
- SEO
- CRM & Email Marketing
- Reputation Management
- Social Media
- Adwords
- Remarketing Campaigns
- Mobile Phone Sites