

# Direct Marketing Training for Individuals or Groups

## Direct Marketing Overview

This is a broad examination of direct marketing as it is applied to your business.

- Module 1 – Direct Mail Mechanics
- Module 2 – Direct Mail Strategy
- Module 3 – Direct Mail and the Lead/Sales Process
- Module 4 – Direct Mail Math
- Module 5 – Your Guiding Principle – 40-40-20 Rule
- Module 6 – Direct Mail Expectations – Response Rates/Conversion Rates
- Module 7 – Testing Strategy

## Focus Areas

- Module 8 – Mailing Lists
- Module 9 – Offers
- Module 10 – Formats
- Module 11 – Response Channels
- Module 12 – Copywriting/Creative
- Module 13 – Personalization
- Module 14 – Print/Mail Production
- Module 15 – Post Office Basics
- Module 16 – Response Tracking & Analysis
- Module 17 – Lead Follow-up, Nurturing & Engagement
- Module 18 – Direct Mail in a Digital World

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