

*'What an interesting and jam-packed day of marketing – definitely do it if you can!'*

Delegate from Elsevier

## Direct Mail that Really Works

Further delegates' comments about this course include:

*'This is an excellent thought-provoking course.'*

Delegate from Harvard University Press

*'How would I sum up the workshop to a colleague considering training on direct mail? GO ON IT!'*

Delegate from Pearson Education

**Now that we can e-mail customers, where does that leave direct mail?** The answer is that it is, if anything, more important than ever, as it's unrivalled as a means of encouraging people to visit websites, as well as being welcome when it's well-targeted and relevant. But we do need to pay careful attention to WHAT we send, and make sure that the 'package' – which starts with the envelope we choose – looks good and gives just the right amount of tailored choice and information.

This highly practical course answers classic questions, such as: Where are the best sources for lists? How do you decide what to send them? How much jargon do you need to know to get the best out of list brokers and mailing houses?

### ***Includes:***

- Great sources of cheap lists, and how to get them
- Mailings vs inserts
- Dealing with list brokers and mailing houses
- Matching the package to the list: how many pieces? What styles and formats work for different markets?
- When and why sales letters work
- The Data Protection Act
- Analysing the results of direct mail.

### ***Course tutor***

**Rachel Maund** has been responsible for literally millions of mailings into academic, STM and business markets – and she's still learning (and sharing) what works best.

### ***What's the day like?***

It's an informal day crammed with information and discussion about direct mail, and about how to get the best from suppliers. There's lots of jargon busting too.

### ***Who should attend?***

Anyone with limited experience of direct mail looking for an intensive practical introduction to good practice.

### ***Course dates:***

15 April 2010

London

£375 + VAT

30 September 2010

London

£375 + VAT

**CHECK AVAILABILITY NOW ON 020 8977 2741, OR  
EMAIL [rachel@marketability.info](mailto:rachel@marketability.info)  
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