

Mail Follow Up

Written by Chris Petterson
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A very effective but time consuming activity is to follow up mailshots .. the tendency for sales personel is to wait for leads to come in however all the research points to the ROI being substantially better than if either the mailing or the calls were made in isolation.

A further benefit, is that, particularly for lower margin products and services, if the mass marketing in being carried out using email rather than post, then a small piece of 'tracking code' can be placed within the email and / or the delivery system so those who received and opened the email or even just those who clicked onto a weblink were called. This greatly enhances the efficiency of the campaign.

If you are unsure of how to do this, our sister business, [Impala Internet](#) , will be happy to assist.