Map your campaign’s key touches.

What do you want your integrated direct marketing campaign to look like?

- What do you know about the client?
- What insights or other data do you have about the target audience?
- What channels will you use (3+)?
- Which direct mail campaign elements will you use?
- What is the call to action?
- How will you leverage the strengths of each channel and measure effectiveness?

What do you want the customer to feel and think?

- VR
- NFC
- Video
- Texture
- ShareMail
- Digital-to-Direct
- AR
- Informed Delivery
- Variable Data Printing
- Informed
- Printing
- Digital
- In-home
- Direct
- Digital
- Mail
- In-app
- Messaging apps
- Banner ads
- Print
- Posters
- Newspapers
- Magazines
- Digital
- Banner ads
- Search
- Adwords
- Email
- Direct Mail
- Catalogs
- Mail piece
- Addressed
- Unaddressed
- Out-of-Home
- Digital signage
- Billboards
- Transit
- TV
- Local
- Cable
- Addressable/OTT
- Networks
- Twitter
- Facebook
- LinkedIn
- Social

Start

End

team@directeffectinnovation.com