



Barker Enterprises, Inc.
creating copy that doesn't croak

Direct Marketing - Copy

So Many Marketing Initiatives, So Little Time.

Successful marketers make the best use of their existing resources while cultivating new tools. Picking initiatives that are best suited to your needs is something that we can do together.

Key Questions for the Direct Marketer

Ask yourself the following questions. Use the following section as a tool to pinpoint areas where I can help.

About Copy

Does your copy solidify your relationship with your customer and drive action?

How can you attain greater personalization?

Are you creating a sense of community?

How do you communicate to your top customers that they are receiving the special treatment?

Is your copy grabbing your readers in the first and last three lines?

Deploy a sophisticated copywriter who builds letters that speak to every segment as if they were the only one. If a customer doesn't want to pick up the phone and personally respond, then we're missing something along the way.

For more information, contact me directly at nbarker@barkerenterprisesinc.com.