



Barker Enterprises, Inc.
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Direct Marketing - Segmentation

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 Segmentation

Are you harvesting all that you can from the programs that you have?

Does your segmentation drill deeply enough to speak to each individual?

Do you extend offers that provide measurable responses?

Cultivating loyal customers is the most cost-effective means of exceeding your current revenue targets. Your marketing department can make the transition from a cost center to a profit center by harvesting the value of its database. Don't waste your budget on mass mailings. Let's use the customer data that you have, find means to improve it, then speak to the customer as if they were the only person that we are reaching out to. You'll be amazed at the response!

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