



## **Creative Strategies**

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General advertising goes for impressions, direct marketing goes for real response

Each selling channel used to have to stand on each other and compete – new way is to get them all to work together.

The letter sells and the brochure tells

The effectiveness of direct marketing is based on 40% list, 40% offer, 20% creative

Competitors can buy the same list and make the same offer. It's the creative that is proprietary.

Run the press ad 24-48 before the mailing, you can increase response by 20-40%