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Is Marketing with Direct Mail Better Than Marketing over the Internet? by [Azalea Perron](#)

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So you have a product or service to sell, but now you need to figure out how to market it. Your first impulse might be to do something on the Internet. After all, millions of people are on it every day. If even a small number of them are interested and buy into your product, you should sell thousands. The problem with that line of thinking is it assumes that everyone who sees your offer will be interested in it. In truth, only a very small percentage even might be interested, and an even smaller percentage will be ready to purchase.

As a second option to that scenario of thousands of uninterested people, you should consider using an older, but proven method that still works; direct mail marketing with targeted, consumer and business mailing lists. By using a targeted, direct mailing, the uncertainty of interest is removed. Everyone contacted with a targeted mailing list has been predetermined to be interested in your product or service. They also won't have to pick out your offer from thousands of others clogging the web pages of the Internet.

Another thing to consider about targeted consumer and business mailing lists is the personalization involved. With a web advertisement, the reader knows you aren't talking directly to them, but to thousands. It's generic, like a form letter, but with direct mail marketing, the material sent can be personalized, increasing the warm, fuzziness of recognition often missed on the Internet. This can translate into sales and profits.

So the choice is yours to consider. You can go with the masses and be impersonal on the Internet, or tweak your marketing offers for your products or services to those people truly interested. Regardless of which you prefer, or which you find works better, always be open to both new and old ways of doing things. Direct mail might be an old method, but it has been, and still is, a proven method of effective marketing, and should be considered.

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