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The Internet and visual media has blinded people on the value of paper as a marketing medium. That's a shame because paper marketing material can be used to greater effectiveness than visual media can if you're smart enough to use it wisely. People like to feel and touch things as well as have their visual senses dazzled, and only paper media can do both.

As a point of proof of this concept, all you have to do is to go into any department store and watch people carefully. Almost everyone, consciously and unconsciously, will touch products on the shelves.

Sometimes the touching serves an informative service to the prospective buyer, allowing them to view information on the product or get better views of it. Sometimes the touching is used to judge the product to get some perspective on it. Is it heavy and durable, made of lightweight plastic, and does it seem sturdy or fragile? And sometimes, the touching is done only because the prospective buyer likes to have tactile feedback on the products they are interested in, as it touching them gives them a more personal attachment to it.

These same factors apply to marketing materials, and through consumer mailing lists and direct mail marketing, they can be delivered to prospective buyers, something visual media can't do. There are several ways to accomplish this. All of them require a spark of creativity and understanding of the human psyche when it comes to receiving gifts.

We all love to get stuff, especially when it's free and creative. Things that make us smile, or engage us are more likely to stick in our minds and hearts. The best direct mail marketing campaigns take advantage of this by including special gifts that send a message.

Things like expanding three dimensional objects from two dimensional ones that pop-up when opened, simple easy to fold origami patterns with marketing info on them that will sit on a person's desk for week, and foldable colored paper airplanes that can be played with around an office. All things that send a message, stay around for awhile, and win the hearts of your prospective buyers.

So paper marketing has its points over other visual or audio media, they just have to be utilized properly. And the best way to deliver these special, tactile messages that aren't fleeting is to use consumer and business mailing lists through direct mail marketing.

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