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Smart business owners know that when the economy starts to dwindle, it is the right time to exert more effort in their marketing campaign. Some entrepreneurs will try to cut back on their campaign with the hope that they can save on their marketing dollars. They intend to market again only when the economy starts to pick up. However, a dwindling economy should not be a reason to push back on marketing. It will be much difficult to step up again when you have neglected on your marketing campaign. It will be like learning how to start again.

If you are running out of reasons not to market in a slow economy, do not fret. There is one strategy you can do that will let your market your business without emptying your pocket: direct mail. Direct mail is not a high tech marketing strategy, but it proves to be effective in marketing on a recession. With the help of online printing services, you can easily create direct mail pieces that will let you promote your business in an economic downturn and come out stronger after the depression.

To accomplish an effective direct mail campaign, there are several factors you need to consider:

1. **Mailing list:** Your list should contain names of people who are likely to patronize your business. You can create the list yourself or if you do not have time to do it you can rent one from a reputable list broker. Be sure to include your old and existing customers on the list as they constitute your market.
2. **Costs involved.** This refers to the money you will need to spend in creating your direct mail pieces such as postcards, flyers, or brochures. Compare to billboards and TV ads, direct mail materials do not cost a fortune. You only need to spend a few dollars on each material in order to design and print them.
3. **Printing.** This takes up most of the costs involved in creating your direct mail pieces. Although you only need few bucks on your materials, you will still need to invest a considerable amount on them. Fortunately, there are print services online that can help you cut down the cost. Just look for the right print shop that will give you the best value for your money. It will be best if you also consider discount coupons and bulk printing to save on the costs of your materials.
4. **Postage.** When everything is done, you are ready for distribution. Postcards and brochures are often sent through mail. This will again put additional cost on your campaign. If you know the local postage regulation in your area, you can do cost-saving measures that will help you save your marketing dollars.

There are experts in the field who can help you in your direct mail campaign. Tap on their skills to get the most out of your investment. For instance, if you are not a skilled designer, you can hire a professional graphic designer to help you in the design stage. Likewise, you can hire a copywriter to help in creating your marketing message. They are trained in their fields so you can be sure to get the best service from them. With their help and in following the elements mentioned above, it will be easy for you to maximize your sales and profit margins.

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