

## The Complete Marketing Solution

Most business owners and marketing experts agree that direct marketing is the most effective way to target new customers. But if you don't have the time or resources to manage a regular direct marketing campaign, why not outsource it?

Insight Data has a dedicated marketing division, providing a comprehensive service from design and print, to direct mail fulfilment and email marketing.

### Design Studio

Our graphic design and copywriting team have that rare combination of creative flair and building industry knowledge to create eye-catching, attention grabbing designs that will dramatically improve your response rate.

### Direct Mail

Nothing generates more response than direct mail. It is personal, exclusive and demands attention. Great visuals, powerful headlines and a call-to-action will drive response, while adding a personalised, individually printed sales letter can increase response even further.



Insight Data has in-house digital printing and mail-room equipment and can print, fold, insert, and mail your campaign quickly, easily and cost effectively, whether it's a simple postcard campaign, personalised mailer or corporate newsletter.

- Postcard mail-outs
- Personalised sales letters
- Flyers and fax-backs
- Corporate newsletters
- Technical bulletins
- Promotional material

We can segment and target your ideal customers precisely, and carefully time the campaign to arrive at the right moment. Whether it's small regular mail-outs or a major national campaign, we have the resources in-house. What's more, you'll benefit from great postal discounts.



Flyers

Faxback

Corporate newsletter

Postcard Mailouts



## Email Marketing

Email marketing creates instant response, driving traffic to your website, contact form or a dedicated microsite/landing zone. But with over 150 billion spam emails sent every day, getting your message to your target recipients requires specialist digital marketing skills. After all, it's easy to have your campaign caught in spam traps or junk folders – or worse still, have your domain blacklisted for spamming.

Insight Data has a dedicated digital marketing team with the experience and technology to create powerful email campaigns or regular ezines that deliver results – fast. Our design team can produce beautifully crafted, instant response campaigns in rich HTML format and sophisticated software then spam-scores the content and tests the email layout in popular email clients (such as Outlook, Gmail, AOL, etc).

We will consider important factors such as your sender ID, subject line and mobile devices (such as Blackberry or iPhone), and our analytics software tracks deliverability, open rates and click-through rates.

## Response

Once your recipient has received your email, what do you want them to do? Visit your website, complete an online enquiry form, or click-through to a campaign-specific microsite or landing zone? We will make recommendations and can quickly design the ideal platform to gain maximum response for your campaign.

## Direct Mail or Email Marketing?

Both direct mail and email marketing will produce results. Direct mail can generate more sales leads, but email marketing is lower cost. For maximum impact many of our customers use both - direct mail with an email follow-up.

Whatever your preference, Insight can design, produce and implement your campaign quickly and cost-effectively, dramatically improving your return on investment.

## Best Practice

As accredited members of the Direct Marketing Association Insight Data operates a "Best Practice" policy, taking a professional and ethical approach to email marketing, including a fully managed unsubscribe list to ensure email compliance.

