



NewGrange

TRAINING & SERVICES LTD

Better People, Better Business®

Effective Direct Mail

The one day course takes delegates through the key activities in achieving a higher response from Direct Mail. Learning will include syndicate exercises, group discussions and tutorial.

- Course Location:** On-Site at your premises
- Course Duration:** One Full Day, 9.30am - 5.00pm (date to suit you)
- No. of Delegates:** 12 delegates max

Delegates will cover:

- what is required to increase your advertising response rates
- measures what is highly successful
- how to target the right people
- which advertising medium is right for you
- where you can make the most of your advertising budget
- how to get the most from your post
- who can help you be successful

Who should attend?

All employees involved in generating sales leads

Course Programme

- Ways of increasing company profits
- How to measure the success of your campaigns
- Direct Mail costs projection analysis
- Media selection analysis

Delegates Receive:

Certificate of Training
Course Notes
Course Materials

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