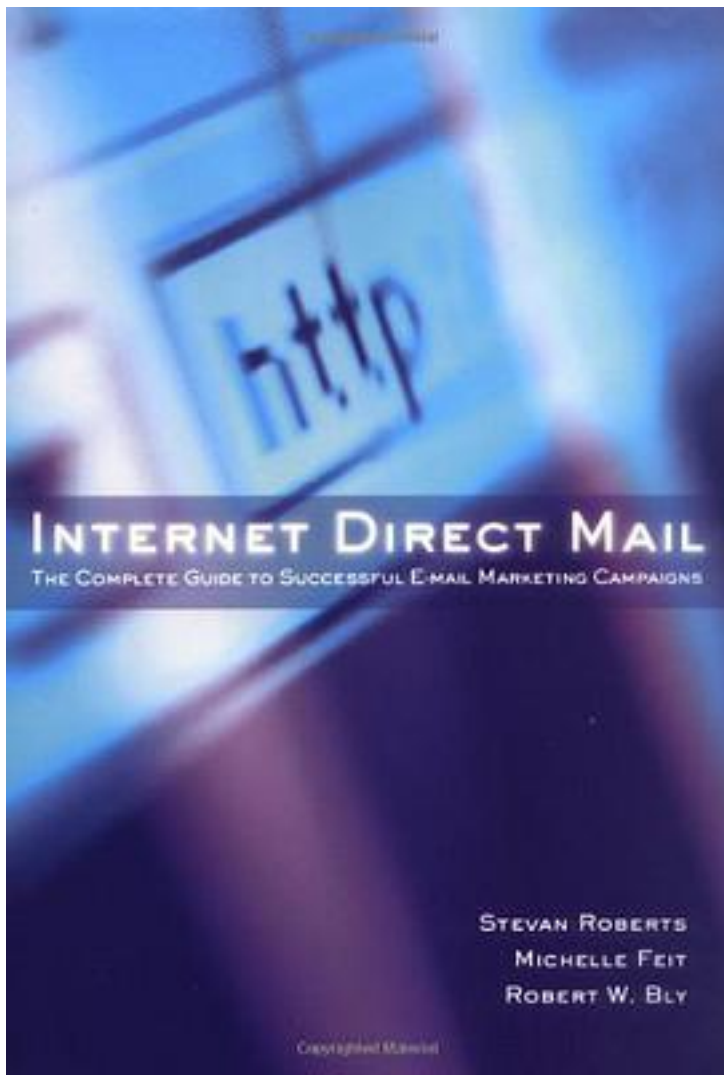# Internet Direct Mail

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Direct marketing via the Internet is the best way to avoid the rising printing and mailing costs of traditional direct mail. Plus, it's more effective! An online campaign will often turn a profit even if the entire mailing produces only 1 percent response or less! If you're ready to try e-mail marketing, or if you're already doing it and want to know more, "Internet Direct Mail" has all the information you need. From selecting products and offers to writing copy and incorporating rich media-like video clips or audio into an e-mail, "Internet Direct Mail" shows you step by step how to create, send, and track a highly successful e-mail campaign.This guide also includes the authors' carefully compiled, invaluable lists of resources for: E-mail list brokers and service bureaus; credit card companies and corporations offering merchants accounts; books and software on Web marketing; and online advertising services. "Internet Direct Mail" offers insight, advice, and step-by-step assistance from seasoned direct-marketing professionals who have experienced great success with Internet campaigns. Their expert guidance will help you make sound decisions about your offer, your creative, your list, your fulfillment, your method of measurement, and many other issues - allowing you to start and run a smooth, professional, results-oriented e-mail campaign.

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