Winmor’s Guide to Running a Direct Marketing Campaign

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With years of direct marketing experience, Winmor offer entrepreneurs and business owners who are new to the sector their top tips in running a successful direct marketing campaign.

Houston based sales and marketing firm Winmor are an established firm with a strong influence on new businesses achieving success. With years of industry experience Winmor believes that a business’s success directly relates the level of service they offer and their relationship with their consumers. Winmor’s approach to marketing relies heavily on the ability to communicate with their clients consumers directly through face to face interactions and product presentations. This approach not only allows the consumer to thoroughly immerse themselves in the buying experience, it also allows clients to understand the individual needs on their consumers and adapt their service to ensure these needs are catered for. By personalising the customer experience Winmor are able to dramatically increase their clients customer acquisition and retention rates, whilst improving the brands overall awareness and reputation.

This direct form of marketing has been in growing demand over recent years. With the rise in popularity of social media and online technologies, many businesses were focused on keeping up with the digital age and tried to streamline their online services. However, whilst this provided their customers with a convenient service many felt that the customer experience had been dehumanized and that the personality had been taken out of the customer experience. To counterbalance this Winmor has seen an increase in the need for their direct marketing services. The firm currently have 7 offices split across 3 countries and have stated that client pressure is focusing the firm on identifying even more expansion opportunities.

With the demand for direct marketing campaigns reaching new levels from both established businesses and start-ups, Winmor have shared some of their fundamental rules to remember when devising an effective campaign.

Customer Profiling

It may be tempting for a business to choose quantity over quality when identifying a target audience for their product; however Winmor warn this is a costly mistake. Implementing a widespread campaign will physically reach more people but by not having a specific target audience businesses will not be able to fully engage and the campaign will fail. Winmor believe businesses must build a full picture of their customer, either through market research or analysing the needs of current or past customers and identifying what worked and why.

The Importance of a Data Provider

If a business’s records aren’t up to scratch it’s important to bring in a data provider to help build a thorough database of customer information. This information and support will help businesses personalize their interactions with their consumers by having easy access to individual customer preferences and purchase history.

New Clients

The purpose of any marketing campaign is to source new customers and transform them into loyal ones. Winmor suggest the best way to attract new customers is to look at new sectors and find new ways to identify with that specific audience. Using test runs of direct marketing campaigns can help businesses research the potential of new target demographics.

Don’t Scrimp Where it Matters

In many cases a campaign is the first interaction a consumer has with a brand. First impressions are important and a business’s initial campaign reflects every aspect of their personality and values. Scrimping on a campaign expresses a negative message to consumers and suggests that a business doesn’t really care. Winmor believe for a campaign to be successful businesses must ensure they are involving the best people for the job, be it a copywriter to accurately convey their messages or an experienced graphic designer, a campaign should be something that a business can be proud of.

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