

Direct marketing 'surpassed by email'

Email marketing is now more popular than direct mail advertising methods, according to figures released by the Direct Marketing Association (DMA).

The body said that there has been a 52 per cent increase in this type of marketing over the course of the last 12 months.

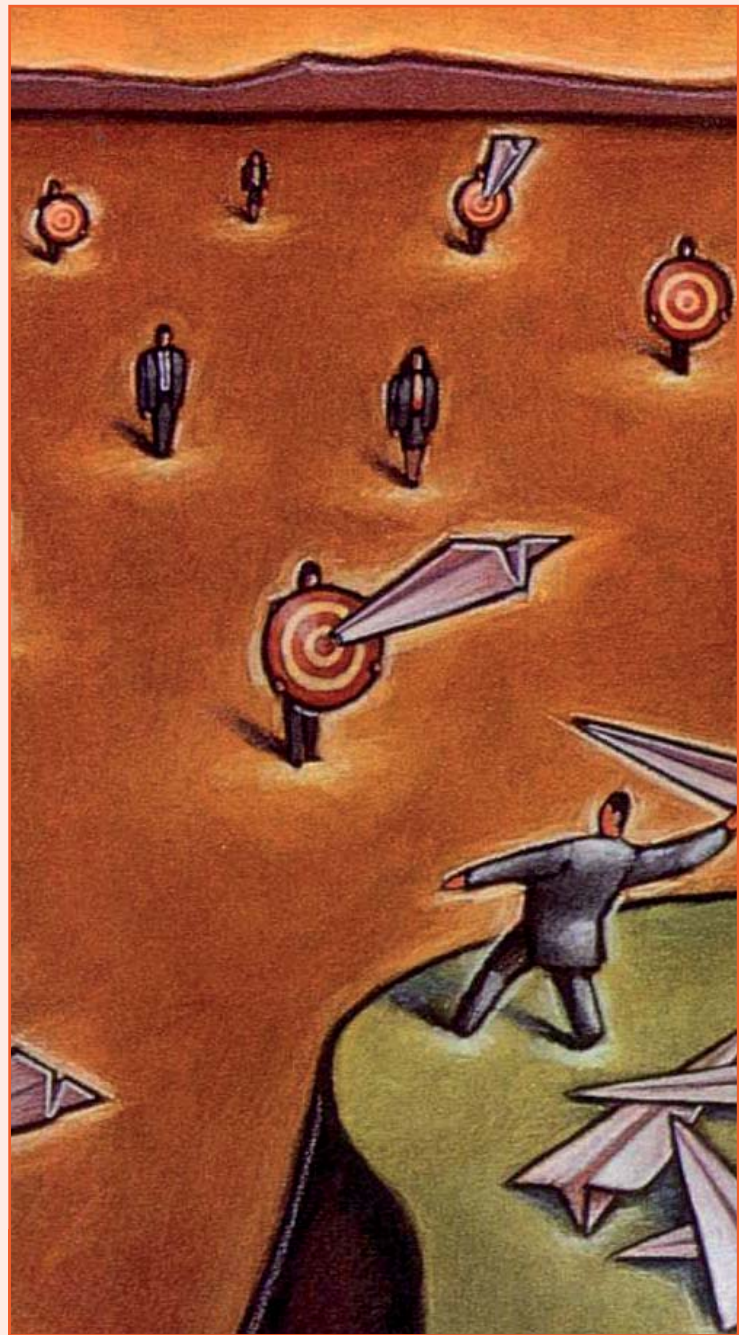
Contrastingly, direct mail methods have seen a dip, highlighting a shift, the organisation claimed.

Director of media channel development at DMA Robert Keitch said that the overall power of digital marketing is starting to be utilised more by companies as they look to improve advertising channels.

"The growth in email marketing underlines its power as both a standalone medium and its role within integrated campaigns," he commented.

Overall, the report took in data from 75 per cent of all the UK's email service providers, reports Printweek.com.

Earlier this month, a spokesperson at Smallbusiness.co.uk said that small firms may be able to compete with larger companies via email and digital marketing channels.



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