

# Direct marketing effective with online ads

Online ads can boost the effectiveness of direct mail for businesses, new research has found.

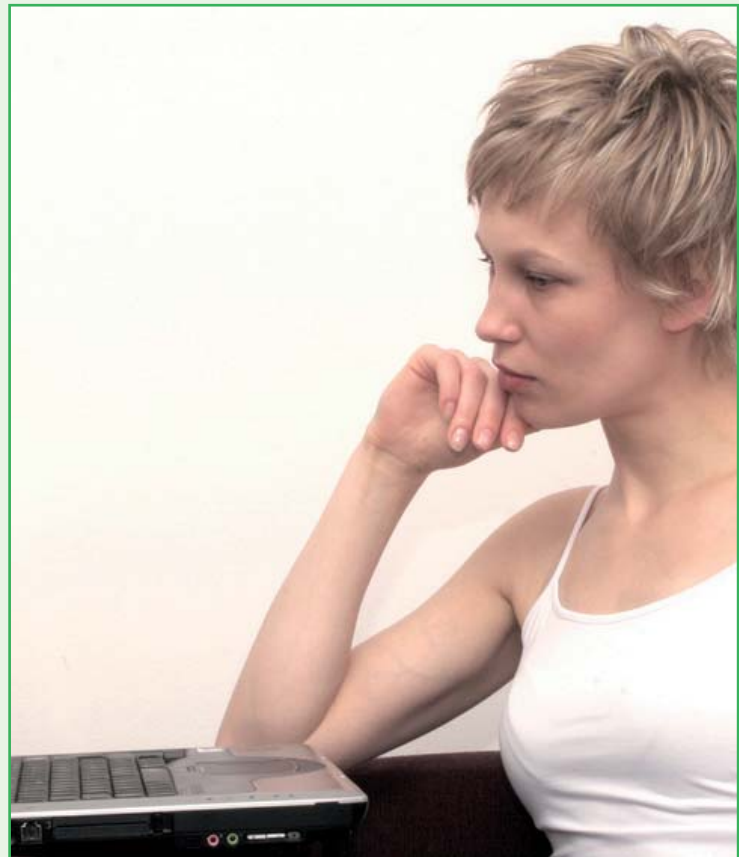
According to a survey conducted by the Royal Mail, 70 per cent of respondents agreed that they spent more when the two campaigns were combined.

In fact it was found recipients of direct mail and email marketing purchase \$25 (about £17) worth of goods more than those who are only exposed to one of these marketing methods.

Katrina Jackson, a spokeswoman for the firm, commented on the survey of 639 internet users.

“Direct mail and digital campaigns can be complementary, increasing consumer spend by 25 per cent and those who engage with [both] direct mail and online spend more on products and services than those who prefer to be marketed to only digitally,” she remarked.

Research by the Small Business Research Board, which was sponsored by Business Today, has found that most businesses expect their online sales to increase over the coming 12 to 24 months.



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