

19 Things All Successful Direct Marketing Companies Know

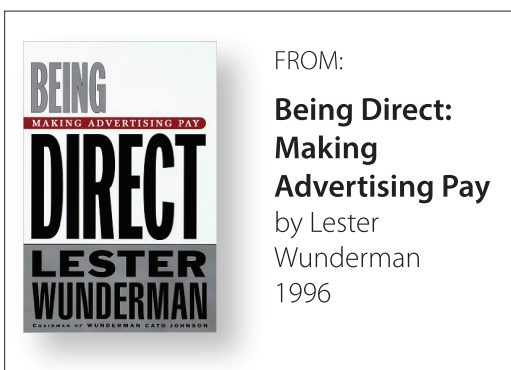
By Lester Wunderman



1. Direct Marketing Is a Strategy, Not a Tactic
2. The Consumer, Not the Product, Must Be the Hero
3. Communicate with Each Customer or Prospect as an Audience of One
4. Answer the Question "Why Should I?"
5. Advertising Must Change Behavior, Not Just Attitudes
6. The Next Step: Profitable Advertising
7. Build the "Brand Experience"
8. Create Relationships
9. Know and Invest in Each Customer's Lifetime Value
10. "Suspects" Are Not Prospects
11. Media Is a Contact Strategy
12. Be Accessible to Your Customers
13. Encourage Interactive Dialogues
14. Learn the Missing "When?"
15. Create an Advertising Curriculum That Teaches as it Sells
16. Acquire Customers with the Intention to Loyalize Them
17. Loyalty Is A Continuity Program
18. Your Share of Loyal Customers,
Not Your Share of Market Creates Profits
19. You Are What You Know

"Acquire with the intention to retain, and retain with the intention to grow."

"Advertising becomes a dialogue that becomes an invitation to a relationship."



FROM:
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Making
Advertising Pay**
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Lester Wunderman was widely considered the father of modern day direct marketing.

