

PRESS CONTACT: STEVEN J. EDELSTEIN – 203.773.9897

Multi-Channel Marketing and Catalog Sales

By Steven J. Edelstein

The world of integrated marketing and specifically – **Multi-Channel Strategy** – is evolving.

The adoption of the “Catalog” as an integrated selling “tool” has generated tremendous interest throughout the Direct Response community – and is providing yet another revenue stream for this emerging strategy. The reasons for this growth are multi-fold.

- ◆ The opportunity to attract traditional brick and mortar retailers can be expedited by the use of the catalog as a selling medium.
- ◆ As a Direct Response enhancement the catalog adds value to the Integrated marketer’s brand by proving better – and more frequent – communication opportunities for/with the consumer.
- ◆ Catalog marketers need to consistently reach to their target audience and direct response offers dynamic mediums – which will reach the desired target audience while maintaining brand equity, and increasing sales.
- ◆ Traditional catalog marketing provides a tangible vehicle in which to enhance sales revenue of a direct response marketer - by leveraging product knowledge and increasing additional product opportunities.

As a multi-channel marketer, it is critical to consistently evaluate all selling opportunities and make enhancements and/or adjustments accordingly. The “catalog” has developed interest and traction for the following reasons:

- ◆ The “catalog” as a vehicle is highly customizable, therefore lending to updates, seasonal product offerings, and branding.
- ◆ The catalog integrates well with Direct Response from the perspective that sales activity is a direct result of customer interaction, while providing a format for volume product sales.
- ◆ Catalogs are lending to various product price points, therefore offering opportunities to Direct Response marketers to target product to a larger buying audience.

The ever-growing attraction of the Direct Response marketer to the traditional catalog environment - delivers a very strong and compelling message regarding the use of the “catalog”. The use of this medium – combined with alternate integrated channels – substantiates revenue projections – while enhancing the exposure of representative products to a “new” audience. Net, net – the use of “catalog” marketing not only increases the opportunity for sales, but provides a circulation opportunity enhancing loyalty and retention.

Integrated Direct Response catalog marketing provides a more focused campaign while qualifying – and in some cases – quantifying – the audience, the receptiveness to the product and/or service being “offered” and providing a solid benchmark for future marketing strategies. Also, the credibility that catalog marketing portrays is often looked upon as a “media” with a high level of integrity which can increase the appeal of a product or service offering.

It is important to remember and consider that the creative elements and content of an integrated Catalog/Direct Response program - must be crafted with the desired results in mind. There must be a balance between creative imagery and content focusing on how the solicitation is to be received and how to always elicit a response.

Corporate Headquarters
238 Lawrence Street
New Haven, CT 06511
203.773.9897 tel
484.762.2288 fax
www.thelogicalstep.net

The critical measurement of any Catalog campaign may include the volume of sales generated, conversion, additional item sales, cost per order or lead, and marketing/advertising cost versus sales generated.

Direct Response marketers have learned that cost is a significant factor when delivering any media. Catalog marketers are sensitive to the incremental client opportunities that exist in the Direct Response industry. Cost is relative if the desired results are obtained or the objectives of a specific campaign are achieved. Catalog marketing can be extremely effective relative to overall cost because “buyers” are interested in this incremental sales opportunity and it provides enhanced revenue for the company and an additional point of contact for the customer.

Catalog marketing provides the Direct Response marketer with an avenue that will bring greater brand awareness.

This viable selling vehicle delivers on its ability to increase product credibility, and provide a viable channel to generate information. This data - which will ultimately make the Direct Response marketer more aware – is the difference between single product sales – and long term business relationships.

Direct Response marketing is a business that requires calculation – and experience. Utilizing Catalog marketing in the same tactical manner will deliver targeted results and provide enhanced sales and revenue.

###