



## Direct Marketing in a Week: Maximize Sales Through Direct Mail in Seven Simple Steps

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By Patrick Forsyth

Hodder & Stoughton General Division. Paperback. Book Condition: new. BRAND NEW, Direct Marketing in a Week: Maximize Sales Through Direct Mail in Seven Simple Steps, Patrick Forsyth, Sunday: Why use direct mail? Monday: Building and maintaining your database Tuesday: The components of direct mail Wednesday: Creative approaches Thursday: Physical campaigns Friday: Digital campaigns Saturday: Integration and follow-up.



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