Action + Analysis = Targeted Marketing

Sample Direct To Bride Campaign

Action

Start with a list of bridal leads

Step 1 – Introduce yourself via e-mail

Step 2 – Add them to a newsletter list and keep your brand in front of them

Step 3 – A Small Percentage will directly contact you

Analysis

Send a Traditional Postcard

Bounce or No Activity

Analyze Campaign Results

High Activity

Prioritize for contact via Phone or Special event