

tips&resources

Marketing by the Numbers Calculating marketing effectiveness

Marketing



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Marketing by the Numbers

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Advertising

- Reach x Frequency = Exposure

Reach is the number of subscribers or eyes on the ad,

Frequency is how many times the ad will run,

Exposure is when a person actually sees or hears the ad

- For maximum awareness, frequency should be between five and ten times.

Direct mail

- Direct mail can be in the form of a letter, a postcard, a brochure or other mailed campaign materials.
- One can expect a 1-2 percent response rate if the piece includes a response vehicle such as a postcard, phone number, or URL.

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On-line marketing

- You can expect about a 0.5-two percent response rate from banner ads.
- Pay-per-click service is usually a better option. On average, a click costs 20 cents. Visit <http://www.bannertips.com> for more information about banner ads.
- An opt-in, targeted e-mail from a self-subscriber list of opt-in people to your own site, can get a response of five-15 percent on average.

Sales calls

With direct sales, a “cold” contact may generate a 10 percent response rate, while a “warm” contact may generate a 60 percent response rate.

Cold contact is when the sales person calls, having had no previous contact of any kind with the recipient.

Warm contact is when the sales person calls on people you know or network with at business or professional clubs, and at school, church or sports activities. So become a “joiner” and volunteer to serve on a committee—it’s a quick way to meet new people.

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