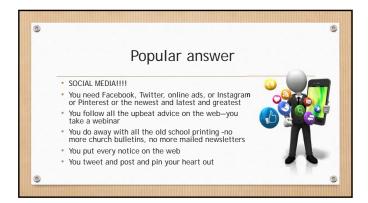
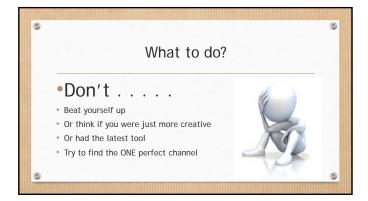
By Yvon Prehn, www.effectivechurchcom.com







But often the results are not what you expected

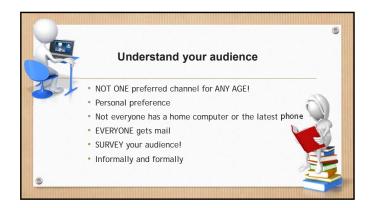


It is a time of both/and
NOT either/or
NO ONE PERFECT CHANNEL
A time of Multi-Channel
Communications

By Yvon Prehn, www.effectivechurchcom.com









Direct Mail outperforms all digital channels combined by nearly 600%.

2015 Direct Mail Marketing Association Response Rate Report

"Such a large difference in performance (the number of people who call, buy, or take whatever action was advertised) illustrates well the mistake of assuming the popularity of social media means social media is the most effective way to advertise to get people to respond.

After reporting the response rates, the larger report went on to discuss the need for a variety of media if a company wants customers to buy its products or respond to its offers."



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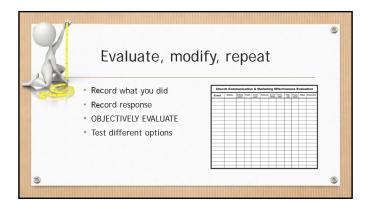












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