

What would one hundred leads... with a way to qualify each one...be worth?

How many people do you know who achieved these results?

Communication Media	Response Rate
 <p>Direct Mail</p>	20%
 <p>Fax</p>	45%
 <p>E-mail</p>	35%

Hybrid Direct Marketing



hy·brid *'hl-brid* noun [Lat. hybrida.]

~ Direct Marketing. Tactics used to generate double-digit response rates by communicating marketing messages via multiple media—Web, e-mail, direct mail, fax, etc. Where the whole is greater than the sum of its parts.

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