

4 Tips for Integrating Inserts and Social Media

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The name of the game for consumers and businesses today is, of course, value and savings. Many marketers are using inserts to boost sales, providing savings and values by way of coupons and membership cards with discount codes recipients can enter online.

As Bruce Bigel of Winterberry Group told an audience at a recent Direct Marketing Club of New York meeting, while digital advertising spending has increased over 17% since last year and direct mail has been growing at only 2%, insert media spending has increased 12.5%, and is now almost at the \$1 billion mark annually.

To read the entire article, please visit chiefmarketer.com