

An acquisition marketing strategy that excludes mobile is a failure

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A WWE direct mail piece with a mobile component

Acquisition marketing channels such as direct mail are making a comeback after a slight dip in spend that was caused by economically-driven caution on the part of marketers.

In 2010 direct mail spend increased about 3 percent to \$45.2 billion, and research firm Winterberry Group forecasts that this number will grow 5.8 percent in 2011 to \$47.8 billion. However, with the proliferation of smartphones the game has changed, and marketers need to be incorporating mobile into their direct mail strategies to fuel acquisition.

To read the entire article, please visit [Mobile Marketer](#)