

Marketers' secret weapon: direct mail

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Direct mail. Nobody talks about it. It's not cool. It's the Rodney Dangerfield of direct marketing. When marketers talk about it, it's usually in the context of the drop in mail volume to the tune of tens of billions of pieces. Or about how expensive it is. Or about how they've stopped using it, or have cut back and re-assigned the traditional budget to digital campaigns. Except they have not stopped using mail — not if these latest numbers are to be believed.

Direct mail spending will grow 5.8% to \$47.8 billion this year, driven by acquisition mail increases, according to a [forecast released in January](#) by the **Winterberry Group**, a marketing consultancy. Mail also remains the largest channel in terms of direct marketing spending.

Our industry has not seen that level of increase in mail for five or six years, according to **Winterberry managing director Bruce Biegel**. He said that growth, driven in part by a return to economic confidence, will be seen in both letter and catalog mail....

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