



The Advantages of Direct Mail Advertising

Business-to-Business Direct Mail Solutions

Direct mail advertising is alive and well in the business-to-business marketplace.

With the phenomenal amount of spam in all of our email inboxes direct mailers have become the stealth weapons in business-to-business advertising. While the businessperson can easily and quickly click "delete", that same person finds it difficult to ignore the brochure, catalog or postcard put on the desk. Even though Smith & Jones of Houston specializes in website identity and website design, our 30+ years of direct mail advertising experience has allowed us to develop extremely effective, and cost effective, direct mail advertising programs.

Advantages of Direct Mailers

Direct mail can:

- Cut through the clutter of all the traditional media
- Provide the first steps in establishing the business/customer relationship
- Allow the recipient to review your message at their most convenient time and space
- Be much more intimate than electronic mail, helping to create the emotions that drive everyday sales
- Drive traffic to an industrial website better than any other B-to-B model

Learn more about Direct Mail Advertising:

[Direct Mail Advertising Basics](#)

[Direct Mail Advertising: Keys to Success](#)

Contact us via [E-mail](#) or call us at 281.759.0202 to put the web to work for your business.