



Direct Mail Advertising - Why It Works

Direct Mailers: A Piece of the Marketing Puzzle

At the Smith & Jones marketing firm, based in Houston, Texas, we use direct mail advertising and direct mailers as a part of your comprehensive marketing and branding strategy. In a world where everyone is looking to get ahead, we know that sometimes the answers lie in the past. Direct mail advertising is one of the oldest and most cost effective advertising techniques in the books.

Keys to Success

Often times we think that the solutions to problems have to be complex in order to work. At Smith & Jones Advertising, Houston we recognize that sometimes, the best solution is the easy one.

The keys to success in direct mail advertising are very simple:

- **Frequency.** Like every advertising medium, frequency always wins. When you choose Smith & Jones as your Houston marketing firm, we will help you decide on a direct mail advertising plan to include frequency, type of direct mailer, demographic research and more.
- **Cost.** At Smith & Jones Advertising, we are experts in creating highly affordable and specifically measurable direct mail advertising. When you work with us you will never see mysterious charges to your account. All exterior purchases will be billed to you at the net invoice amounts. To us, financial surprises are unacceptable.

Why does Office Depot put something in its customers' mailboxes 132 times per year? Why does Neiman Marcus mail its customers an average of 1.8 pieces every month? Simple...direct mail advertising, when properly executed, really works.

Learn more about Direct Mail Advertising:

[Direct Mail Advertising Basics](#)

[The Advantages of Direct Mail Advertising](#)

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