

# DMNews

## Inserts "play well" with other media

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Imagine a marketer placing an insert with an offer for a free catalog, with prospects responding through the company's Web site or call center: This is just an example of how insert media has become an excellent conduit to opt-in marketing. Insert media is a tool that will lead to the development of robust databases, the creation of relevant marketing across all channels, increased loyalty with customers and a better return on marketing investments.

While consumers are bombarded with thousands of marketing messages per day, they are still open to relevant offers from marketers. Recent research has also shown consumers are looking to control their relationships with marketers by opting in to some channels and opting out of others. They want to dictate what kind of offers they receive, how often they receive communications, and what communications channels they prefer.

During this interaction, prospects are asked what their interests are, how often they would want to receive information, and whether they would like to receive it through mail, e-mail, text messages, or phone calls. In addition, they may be asked what social networks they belong to as well as about other interests. This information provides the marketer with insight into how to best invest company marketing dollars and potential new products and services that should be developed as a result of customer and prospect feedback.

Insert media is an inexpensive media: production costs are typically low and there are no postage costs associated with a program. The target audience is typically response driven, and it tends to include recent buyers of similar products. Utilizing inserts as a means of getting prospects to raise their hands and provide key information on their preferences can be extremely beneficial in formulating a successful company's multichannel strategy.