

## Workflow: The Stay Top of Mind Cadence

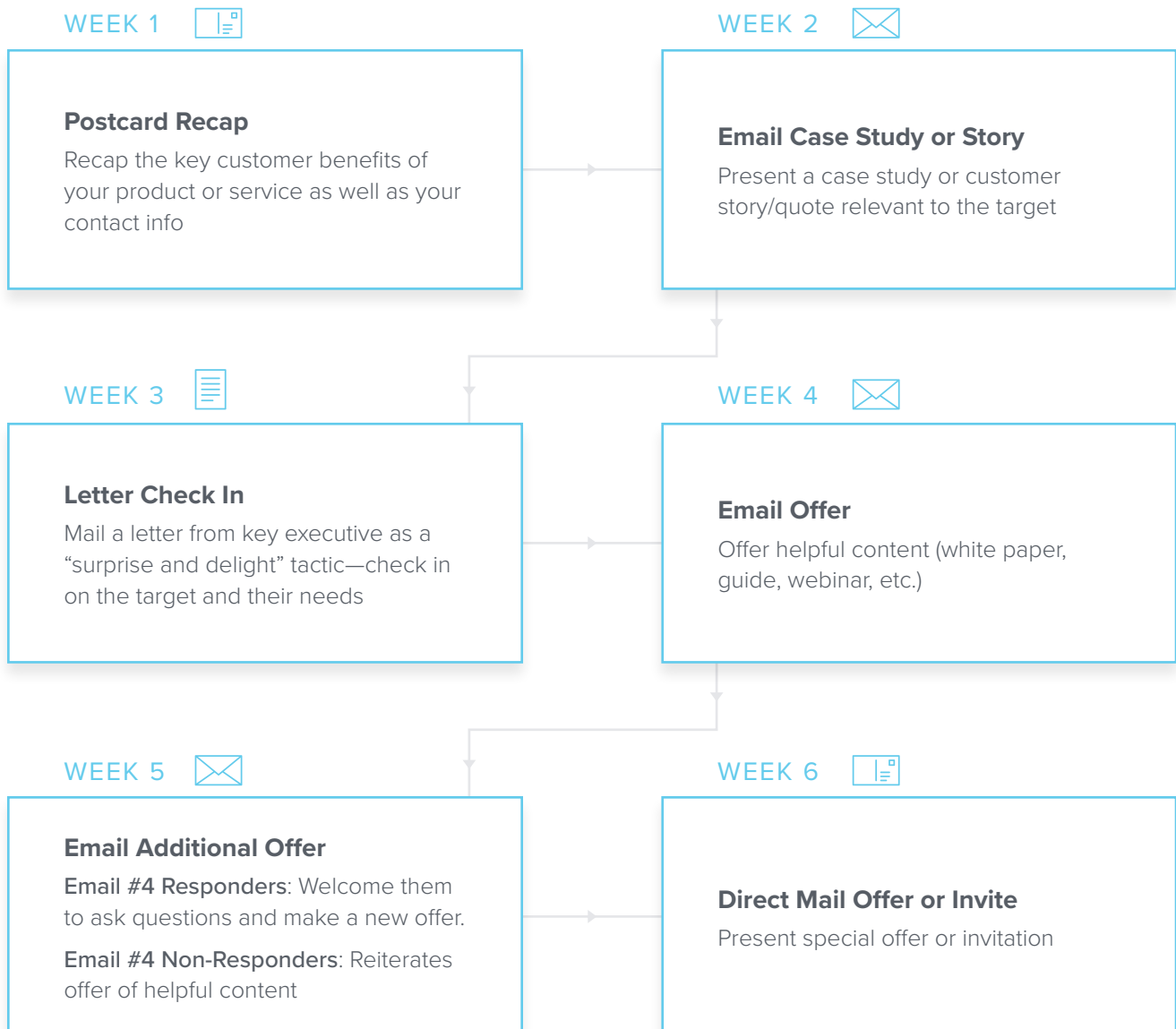
The following campaign illustrates how you can combine both direct mail and email to strategically accomplish key marcom goals.

### GOAL: Optimize Sales Outreach or Stay-In-Touch Communications

Being in the right place at the right time can lead to new business. Sometimes it's not easy to predict when someone is ready to buy or repurchase, so the best course of action is to remain top of mind.

**Approach:** Because your goal is to capture consistent mindshare from targets over a certain period of time, one approach is a series of evenly spaced communications that embody both email and direct mail channels.

### SUGGESTED CAMPAIGN:



**NOTE:** The duration of this campaign may be compressed or extended given your particular circumstances.