

# WE'RE DIRECT EFFECT.



WE'RE HERE TO HELP, PREPARE, AND  
LEARN FROM FUTURE MARKETERS


## What We Do

- Demonstrate how mail integrates into the modern marketing mix
- Give faculty insights, data, and materials to better prepare students for the workforce
- Offer students immersive, experiential learning opportunities
- Build working connections between academics, students, and industry
- Connect students to USPS and potential jobs and internships


## Our Resources for Future Marketers and Faculty Include:



## Want to Learn More or Get Involved?

 [directeffectinnovation.com](http://directeffectinnovation.com)

 [linkedin.com/company/direct-effect-integrated-marketing-ed](https://www.linkedin.com/company/direct-effect-integrated-marketing-ed)

 [team@directeffectinnovation.com](mailto:team@directeffectinnovation.com)

 [@directeffectinnovation](https://www.instagram.com/directeffectinnovation)



**DIRECT**<sup>®</sup>  
**EFFECT**



Here at Direct Effect, we wrote the book on ways to integrate physical marketing with digital. We've found that modern marketing and business programs rarely mention physical, so we bridged that gap and created resources to help faculty teach the 1.6 trillion dollar direct mail market. We're a free public service, so if you know anybody in academia that can benefit, spread the word!

