

CAN **DIRECT MAIL**
REALLY WORK
FOR ME?



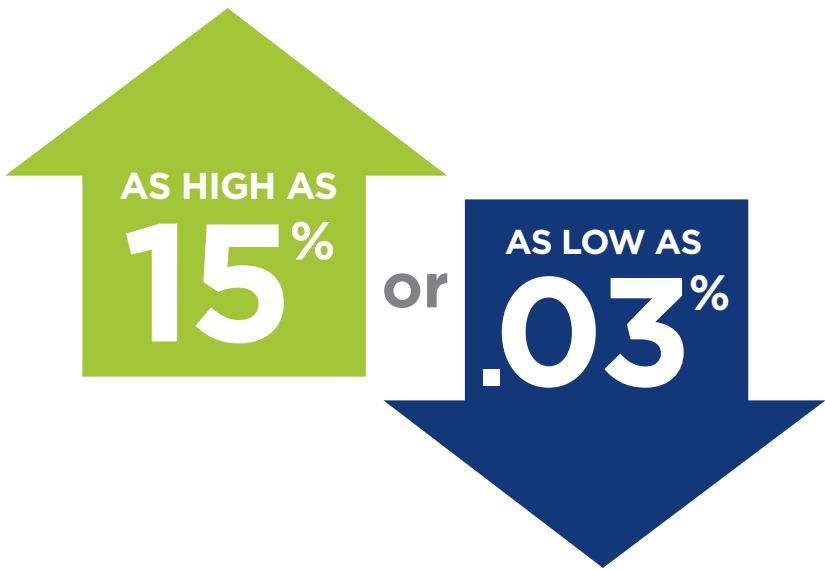
Many of our clients tell us,

**We've tried direct mail and
it didn't work.**

This experience leaves us asking,

**Why do some direct mail
programs not perform as
well as expected,
while others succeed
beyond a company's
wildest dreams?**

According to the Direct Marketing Association (DMA), direct mail can pull in response rates



With such a large gap, it is easy to see why many companies have lost their faith in this very popular marketing practice.

Over the years we've learned how well a direct mail program performs depends on the chemistry of three elements -

format, offer, and list

and whether or not you have designed the program with enough frequency and follow-up triggers built in.

**Follow this advice as you design
your direct mail program:**

Format:

Direct mail comes in a variety of formats – postcard, business letter, or 2-D or 3-D package to name just a few. The truth is, when used correctly, all three of these formats pull about the same percentage of responses.

Offer:


The offer is a **critical element** to a successful direct mail effort. From our experience, the strongest direct mail offer is one aimed at driving traffic to a website or retail location for further qualification and/or selling. This offer can be anything from a free product demonstration, an online ROI calculator, an article/white paper download from the website, or simply retrieving more product or service information. And as always you should have a call to action.

List:

The list is possibly the single most important element to an effective direct mail effort.

If you have the best format and offer, but send to the wrong list, you will still have nothing.

Even if you are sure you have sent to the right list, if that list has not yet been qualified you will waste money. There are many factors that can be considered when developing your list. Age, income, presence of children, home value, zip code, industry, job title etc. Any or all of these can be influencers as they relate to your message or offer. If you want to increase your current business the best way to build your list is to look at your current customers and see who they are and then build you list based on those factors. If you are looking to market to a new audience determine the factors that make up that group and build your list based on those. This will save precious marketing dollars and precious sales time, while ultimately making the entire campaign more effective.









Direct mail will always be one of the most compelling ways to prospect, and when done strategically, pulls high open rates and generates excellent leads.

Make relevant and cost-effective choices, implement with a frequency of at least three impressions, be sure to follow-up on every prospect you get and

watch those leads pour in!



client *focused* solutions

-  Marketing
-  Fulfillment
-  Event Support
-  Direct Mail
-  Print
-  Promotional Items



If you want your business' marketing strategy to be successful contact us to see how we can help.

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