



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



Have you ever thought,

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

Did the experience leave you asking,

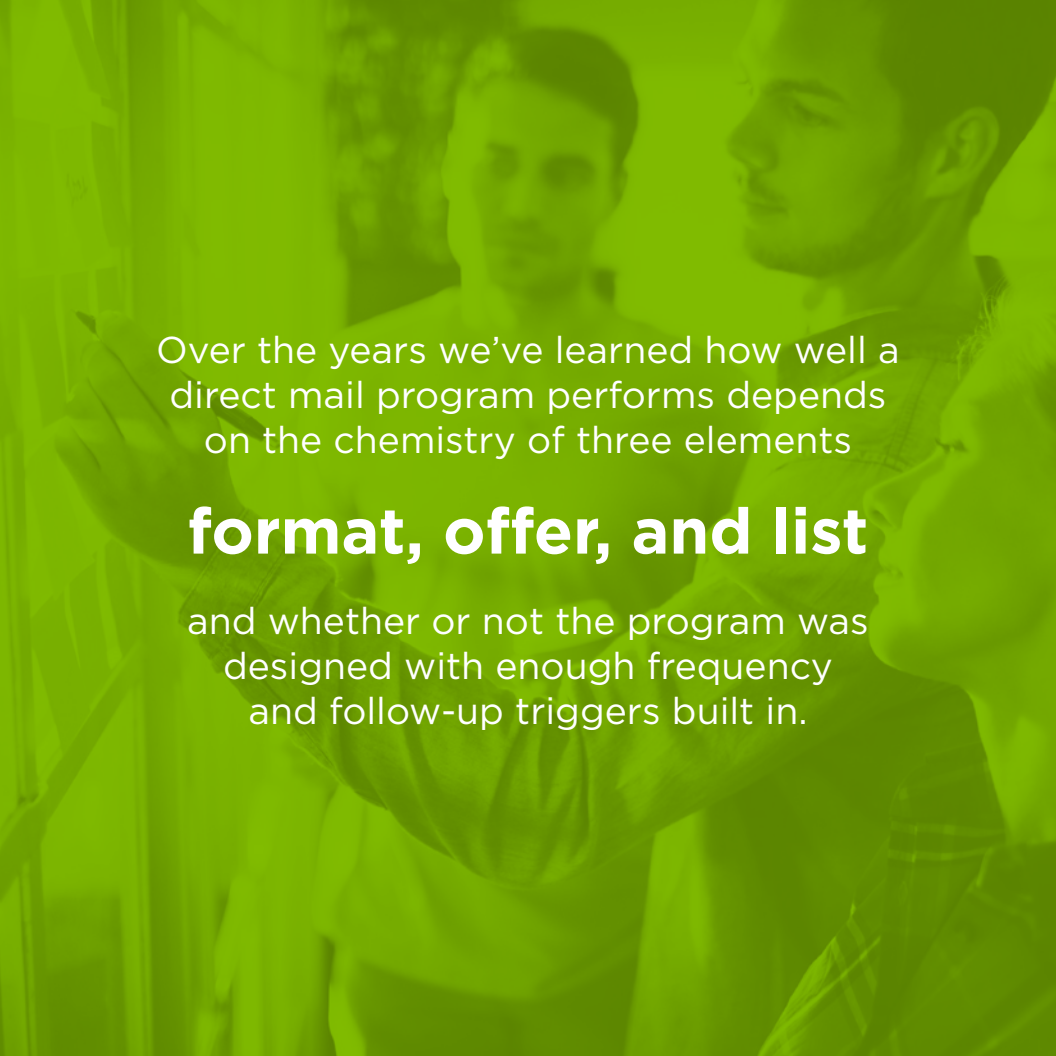
**Why do some direct mail
programs not perform as
well as expected?**



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

**as high as 15% or as
low as .03%**

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 the program was designed with enough frequency and follow-up triggers built in.

A group of people in business attire shaking hands, symbolizing agreement or partnership.

**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 response.

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, to an online ROI calculator, an article/white paper download from a 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 was not qualified, you wasted 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 your list based on those factors.

If you are looking to market to a new audience, determine the factors that make up that group and then build your list.


These steps will save precious marketing dollars and valuable sales time, while ultimately making the entire campaign more effective.



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

Make relevant and cost-effective choices. Implement with a frequency of at least three impressions. Follow-up on every prospect you get and

watch those leads pour in!



If you'd like to read more about why
some direct mail programs don't receive
the desired results

CLICK HERE

312

CFS inc.com



Fulfillment



Direct Mail



Marketing



Print Management



Event Support



Signage

CFS inc.com

