



Insight. Action. Impact.

## Successful Direct Mail Campaigns

### What is the most important decision in a direct mail campaign?

The single most critical element in any direct mail strategy is the list used. Develop a profile of who is most likely to buy your product using criteria such as geography, income, age, education, number of employees, or revenue. Use these attributes to create your mailing list.

### How can response rate be increased?

1. Direct mail campaigns average a 1 – 2% response rate, but that statistic can increase through thoughtful targeting, messaging, and design.
2. Studies indicate that repeated exposure to your message, usually up to three times, increases response rate.
3. Try different techniques. Test a few different messages and offers to help determine which ones will generate the best response. Keep track of how many prospects respond to each mailing.
4. Follow up by phone one to three business days after your mailer has been received.

### What techniques can increase message effectiveness?

1. Assume your reader has a short attention span. Your text should be friendly and informal. Use short sentences and bullet points. Start with a headline that can be read quickly. Avoid using a lot of technical terminology.
2. Within the text, start with a compelling, benefit-driven headline; identify a problem and offer a solution; offer free information, free consultations, or sales incentives; create a deadline; include a call to action; use numbers or percentages; use a P.S. at the end; and offer a guarantee.
3. Include your phone number, fax number, address, web site, and email address in the mailer so potential customers can easily find you.

### What are you willing to spend to acquire a new customer?

When determining the budget for a direct mail campaign, consider the lifetime value a new client has to your business. Estimate the amount of revenue you want to achieve, your expected response rate, and determine how many items you need to mail to achieve your goals.



**Insight. Action. Impact.**

## **How can you control costs?**

You might be tempted to send fewer items to keep the total cost lower, but the unit cost of a campaign, including printing, postage, and promotional items, usually decreases when larger quantities of direct mail are sent. Plus, the more direct mail you send out, the greater the number of responses you will receive.

Experts are divided on the merits of sending direct mail either first class or bulk rate. Consider the audience and your budget.

## **How does packaging increase the chance the recipient will open the direct mail?**

Make your envelope look like personal correspondence, include a teaser, use a colored envelope, or use an oversized envelope.

A postcard should be colorful, not too wordy, and grab the recipient's attention. A postcard is more likely to be read since it does not have to be opened.

Lumpy mail is a direct mail with some dimension to it. A box, unusual packaging, or an item placed in a regular envelope can help get your message through the advertising clutter.

Should you use a letter, postcard, or lumpy mail? Each has its benefits. Consider your audience and your message. Try them all and measure your results.

***Insight Consulting, LLC can help you market your products and services using these marketing tips and other methods. Call Peggy Morrow at (847) 252-7445 or Jean Woods at (317) 578-8623 for a free consultation.***

***Visit our website at [www.insightactionimpact.com](http://www.insightactionimpact.com).***