

## 10 Tips for a Great Direct Mail Campaign

While it may be hard to believe in this era of e-mail and digital messaging, the mail (as in snail mail) is still a cost effective and penetrating vehicle for raising awareness and creating customer interest. Sure it's true that our mailboxes are stuff with "junk mail" and that we have developed resistance to messages, usually filing them directly in our trash baskets. Still, done correctly, direct mail enables us to reach carefully targeted markets in a manner that is personal, direct and compelling.

**Tudog has 10 tips for great direct mail. They are:**

**1. Speak About Benefits** – address the prospect about the benefits of your product and what advantages it provides to those who utilize it. This shows that you understand the needs of your customers, which in turn gives your product credibility.

**2. Don't Oversell** – a good direct mail piece makes the recipient excited about your product. Overselling will kill your credibility and get your piece tossed before you get the chance to get your message across. Using colors and fonts that shout send off warning signals, as if your product needs to shout to be seen as desirable.

**3. Use a Guarantee** – once again, it boils down to credibility. Buying something that came to our attention through the mail is difficult because we may lack confidence in the delivery channel. Using a guarantee helps calm our apprehensions.

**4. Don't Ask Questions** – asking questions invites an opportunity for an answer you may not want. Invite the prospect to try your product. Give him or her the chance to back away from the decision if not completely satisfied, but don't ask questions that may lead the prospect to think hard about how relevant your product is to life. So don't ask, "Are you having trouble sleeping"? State, "With our product you'll always enjoy a good night's sleep".

**5. Have an Easy Fulfillment Process** – Make sure the path to purchase is easy, not a drawn out process requiring too many steps. Make sure your offer is clear and the information you need laid out in a simple and easy to follow manner.

**6. Ask for the Purchase** – once you have gotten them to read the material, you need to get them to make the purchase. To achieve this you have to ask for it. Point the reader to your order process. Then give them an incentive to order, either by making a special, time sensitive special offer, or making your product available to them only for a specific period of time.

**7. Use Incentive Words** – without overselling or using language that damages your credibility, the use of terms like "free", "save", "limited time" and "last chance" often help drive direct mail response rates. Make sure you know your market and use the incentive terms that are most appropriate.

**8. Structure Your Offer Properly** – if you have an expensive offering make sure you structure in such a way that the high cost does not discourage buyers. There is a limit to how much people will spend on a direct mail offering. If your cost is high, break it down

to monthly payments so that you're able to say "for only \$XX a month, you can enjoy (whatever your benefit is)".

**9. Mail Third Class** – mailing your offering first class adds only to your cost. There is no evidence that suggests first class mailing have a higher level of response. Make sure your piece is well designed and communicates directly and clearly. This will make it look like you invested in your piece. How fast it arrives to your prospects' homes is not a decisive factor influencing your results.

**10. Know Your List** – Your response rates will fall dramatically if you use lists you don't know both because the reliability of the list will be suspect and your ability to target your message will be compromised. The best lists are those you comprise by yourself or purchase from respected list brokers.

Direct mail provides a means to gain significant exposure at a nominal cost. Use it wisely and you will gain both widespread exposure and sales.