

Direct Mail:

Get the Highest Response Rates

Critical Factors in Direct Mail Success

A WHITEPAPER BY



Effective & Efficient Direct Mail, Print & Integrated Media

The Impact of Copy and Creative

There are some basic questions that should be contemplated prior to developing copy, headlines and calls to action:

- Who is your audience?
- What is their pain or goal?
- What do they need or want?
- How can your product or service help them?
- How would you speak to them in person?

Too many marketers focus on their features and/or products rather than concentrating on, “Why should this individual prospect even care?” Another great question to think about from the recipient’s point of view is, “What is in it for me if I react/respond?” Lastly, always consider if they do respond, is it easy for the recipient to do so?

With that in mind, you should find yourself wondering how to successfully organize the prospects pathway starting from that single direct mail piece. Some examples of pathways include showing catalog recipients how to call to order or where to go to buy online. For potential retail customers, an incentive may be provided to get them into the store for a sale or event.

Prior to sending any direct mail out, consider what action you want the qualified recipient to take and what kind of offer will entice them to do that. Your pieces should provide them with a simple and easy “call to action.”

For B2B or Service related mail pieces testimonials or showcasing clients who use your business/service can be a powerful addition to the content. Use these elements if decisions are based on earning trust or are driven by emotion. Case studies, whitepapers, live events and relevant giveaways attract high-quality respondents. These may be methods that are worth testing.

Quality copywriting and strategy for direct mail is a craft and is an area where it is worth spending some money. Look for someone who really understands direct marketing. A good strategist should be asking good questions and performing research so they understand the audience’s needs and the solutions your products or services offer. They will be able to propose offers and calls to action that are appropriate and will have the ability to wordsmith. It may be tempting to use a cheap freelancer. Avoid that temptation. Just as you would never buy a stock for your retirement portfolio based on cheapest share price, you shouldn’t buy direct mail strategy and copy on low price.

While copy is vital to a great direct marketing piece, the marketing piece needs to be eye-catching also. Techniques like sharp graphic design, lumpy mail, UV coating and oversized pieces can help your piece cut through the clutter. Consumers often throw away mail that looks “cheap.” While this may be frustrating, we have to remember recipients are exposed to direct mail all the time.

Response Rates by Format

The format you select to use for your direct mail campaigns is another important consideration. While postcards have the highest reading rates that does not mean they receive the highest response rates. They work great for retail offers but may not be the best for more complex sales.

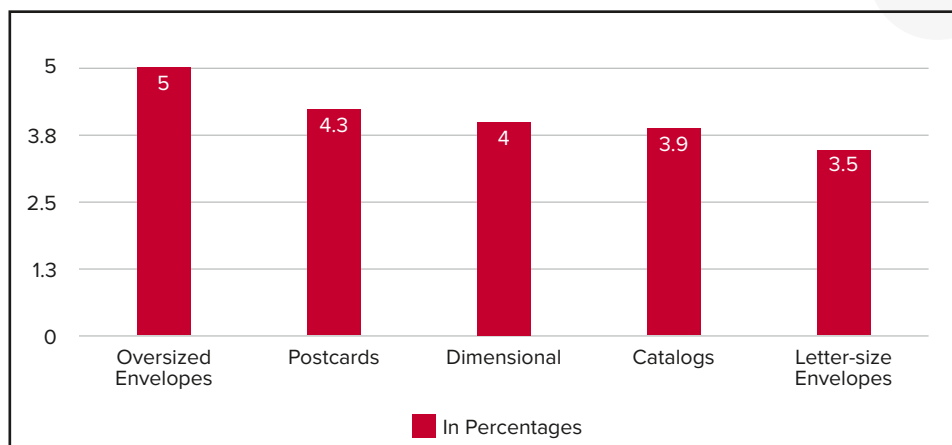
If you recall, we discussed the importance of sending the right message, at the right time, to the right person. And, it needs to be presented in a way that allows it to be scanned/evaluated within seconds. Naturally, a postcard does accomplish this goal quite well. However, sometimes the consumer or prospects needs more information to make an informed decision. The amount of space available for copy on a post card can be a limiting factor.

This is where letter-envelopes packages with inserts can be beneficial. This approach provides the ability to present

longer copy and more details. While this format may not attract as many reads, the recipients who do read this format may be more likely to engage. The additional information will help establish trust so that they will contact you for more information or purchase.

Determining format is a matter of defining your campaign goals and analyzing how much information the prospect needs. Are you looking to simply gain brand awareness for a new location opening or do you want to generate sales? Is your product or service offering clearly understood or are there details that need to be shared? These are just a couple of examples of the types of questions to consider. If you're unsure what format might work best, consider testing two different formats.

Catalogs are great if you're selling products, even for ecommerce businesses. It has been proven that consumers who receive print catalogs purchase more than those who don't.



Source: 2015 DMA Response Rate Report

The Advantage of PrintComm

Effective & Efficient Direct Mail, Print & Integrated Media

We help our clients execute effective direct mail and print campaigns. Additionally, we can provide project management assistance and direct marketing expertise that help our clients accomplish their direct marketing objectives which can include:

- Lead Generation
- Nurturing Leads into Sales-Ready Leads
- New Customer Acquisition
- Effective Event Marketing

If you would like to schedule a time to talk or set up a demo for any of these concepts, please contact Stephen Naughton at 810-496-1172 or via email at snaughton@printcomm.com

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