

## Direct Mail Done Right - Six Tips to Creating a Better Direct Mail Campaign

### 1) Get the Call to Action Right

Too often direct mail campaigns offer a miniscule percent off coupon or an offer with so many exclusions that the recipient (your potential customer) has no way to determine if it's truly a good deal. Do you want new customers coming to your store as a result of a direct mail offer? Then offer what you think would entice you to act. You don't need to go break the bank, but consider that today's consumer is always looking for the next best deal.

### 2) Make a List and Check it Twice

Incorrect information. Duplicate records, misspelled names. These are the kinds of careless slip-ups that will cost you in both additional, unnecessary postage and response rates.

### 3) Compelling Copy

When developing the copy for your next direct mail piece, ask yourself why you bought the featured products from the manufacturer. It's the benefits not features of products that sell. The same can be said about your store. Offer information about what makes your store a unique shopping experience. Also, it's important to note that 80 percent of people will read the headline, while only 20 percent will read the rest. Make sure your call to action is prominent on the piece. Always have a second set (or even a third set) review your direct mail piece before sending to the printer. A typographical error reflects poorly on the sender.

### 4) Creative Design

Now that you have an exciting offer and compelling and creative copy, make sure that you design the piece to allow for the proper spacing and high quality visuals. The typical human typical scans in a Z formation from left to right and then down the middle and from left to right. Use graphics to direct the reader in this formation with the important copy always in the upper left and lower left of your piece. If the piece is copy heavy, move to a larger format or simplify your message. If it's not pretty, it will be tossed.

### 5) Frequency

Rarely does one and done work in direct mail. If you're going to send just one direct mail piece and expect huge results you're going to be disappointed. Direct mail marketing is an ongoing effort that pays off with time and with the lessons you learn with each mailing. Aim for at least three mailings and not more than seven to the same customer list.

### 6) Find the Right Partner

Unless you have a creative team on your staff, you will want to outsource your direct mail marketing efforts. Depending on your size and overall marketing budget, you can work with direct mail experts such as Modern Postcards, Everything Marketing, or Valpak -- who are full service direct mail experts or you can work with a full service marketing agency that can help you will all aspects of your advertising and marketing needs.