



# YOUR DIRECT MAIL MARKETING

## What Are The Three Keys to Your Direct Mail Success?

You've set goals for your marketing campaign. You are convinced that direct mail will be the most effective of the multi-channel possibilities for marketing. You know your budget and what it will take to generate the sales to give you an adequate ROI (return on investment). Now what do you do? What does it take to reach your goals?

### Here are the three keys to the success of your efforts:

**The FIRST and MOST important Key – Your List. This is the major key to a successful campaign, the biggest factor in getting a good response.**

**A.** Start with your own customer list. (An Excel spreadsheet is ideal for this.) Analyze it to determine the typical profile of your best customers. Categorize your customers by age, gender, income level, household characteristics (single, married, children, neighborhood, etc.). When you've come up with a profile of your best and most frequent customers, then . . .

**B.** Ask us (Golden Belt Printing) to obtain a list with the same significant characteristics you've identified in your house list. Lists can be gotten with those same "selects," in the geographical area you wish to target. If your goal is to drive customers to your store, focus on your market area. If you're selling on-line, there's no effective limit to your geography.

**The SECOND Most Important Key - Your Offer. The most compelling offer yields the best results.**

**A.** Consider the season, the trends, what's hot, what's profitable, what will draw customers to your store or web site, what will give you an opportunity to up-sell.

**B.** Make the offer one they cannot refuse. Use key words like "free," "valuable coupon," and "percentage off." Other important phrases stress the need for urgency: "Act Now!" "Expiring Soon!" (Continued on other side). ▶

"We conducted a customer survey last year and discovered that close to 80% of respondents preferred **direct mail** as the number one source for company information, updates and promotions."

Justin Nash, Marketing Director  
H&B Communications, Inc.





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### The **THIRD** Most Important Key – Your Presentation. What's the best way to get your mail piece noticed, opened, read?

- A. Get a professional to design your direct mail piece – that's us. Professional graphic design will pay for itself many times over. Don't scrimp here.
- B. High-quality illustrations help the prospective buyer visualize the benefits of your offer. Use your suppliers, vendors, or franchise headquarters to get good photos and logos.
- C. Depend on Golden Belt Printing for the best postage rates and smooth mail handling. We know mailing.

### Summary:

Response is the desired result. The three keys described here are vital to a good response, whether you're going for web site visits, store visits, or phone calls. Call us at Golden Belt Printing for more ideas or help with your project.

### Is Direct Mail "Old Hat" or the "New Dynamic"?

Neither, really. Direct mail is still and always has been one of the most effective marketing methods available, and should be part of the mix in every marketing campaign.

Consider:

- Direct mail works because it is highly targeted. It reaches just the intended audience. Your marketing dollars are more efficiently used than on "shotgun" newspaper or broadcast media ads.
- Direct mail works because people like it. Despite all the jokes and comments about "junk mail," a good mail piece is read, re-read and retained.
- Direct mail works because the return-on-investment is easy to figure. Tracking response is simple, and it is easy to show whether a campaign paid for itself.

### Typical Formats for Direct Mail

Typically there are six basic formats for direct mail:

- Postcard. Anything from 4" x 6" to 6" x 11" qualifies for letter-rate postage. Bigger gets noticed more because it stands out in the stack of mail. 5.5" x 8.5" is a very effective size.
- Self-mailer. This format allows you much more space to present your message and offer. It is then folded to mailable size and sealed with adhesive tabs.
- Booklet. Multiple pages, as with a catalog.
- Envelope Package. Any size envelope containing your marketing materials: letter, brochure, catalog, response device.
- Poly-bagging, like the new Chamber Outlook Business Journal we do for the Great Bend Chamber of Commerce.
- Dimensional. Could be a box, a tube, a bubble mailer. More expensive to produce, but has more opportunities to sell and demonstrate. Could enclose a sample, a DVD, a keepsake.

