

DIRECT MAIL RULES



1

Mail to the right people. Put your message in the hands of the right people. What do your best customers look like? Age? Income? Home value? Where do they come from? Choose neighborhoods down to the Postal Carrier's Route based on median age, median income, home values, and more.

3

Timing is crucial. When do people buy what you are selling? You must reach the prospect when they are most likely to be in the market for what you are selling. Its okay to sell air conditioners in January, but unless you are giving the stuff away, do not expect to be overwhelmed with sales.

5

Turn up the volume! Test small. If it works, do it again. If it works do it again and repeatedly to more and more people. You do not see Bowflex or Budweiser running ads occasionally. How about those endless credit card offers-- they mail those to millions of people because they work. Find something that works and do it loud!

2

Hit them with impact. You can mail a little postcard or a flyer on color paper but there is not much impact there. You have a second of time to get their attention-- do it with Color and with Size. Remember-- people look at the side of the mail with the address first, so that is the most important side for selling.

4

Give your direct mail a goal. What do you want people to do when they get your mailing? Call? Visit? Look you up on the web?

Two possible goals for Direct Mail:

1. Build traffic with a powerful call to action. A 10% off sale is boring. Give them a decent sale! Give them something free. (Bring in this card and get a free wrench set for Father's Day. Bring in this card to be entered to win a free trip to Cancun.) Get them excited enough to do something. Give them \$10 off any item in the store with a value of over \$10. Make sure it appeals to most of your people. Put a time limit on it.
2. Build your image. Sometimes it is not the Call to Action, but the quality and image that is important. Frequency of mailing is much more important for image advertising.

Direct mail offers huge benefits such as:

IT'S TARGETED. Mass advertising (TV, newspaper, radio, etc.) can be expensive and isn't always an option for small businesses. But Direct Mail can focus on a smaller group of individuals who are more likely to respond to your offer.

IT'S PERSONAL. With Direct Mail, you can address your customers by name, speak to them individually, and appeal to their interests. And when customers feel that you understand their needs, they're more likely to respond.

IT'S TANGIBLE. Direct Mail allows you to physically place your message in your customers' hands and encourage interaction. Along with an engaging message, you can make an unforgettable impression by incorporating elements that actively involve the customer, like stickers, and coupons.

IT'S MEASURABLE. Direct Mail is one of the few media channels that gives you the ability to track the success of your campaign. It's as simple as counting the inquiries you received or counting the number of coupons redeemed. By tracking and analyzing your results, you'll see what's working and can make adjustments to future mailings if needed.

VILLAGE PRINTING, INC. can help take the mystery out of direct mail. With our years of experience we can provide a complete solution to your mailing requirements. Because of this we are confident that nobody understands the business of direct marketing better than us. We can advise you on the most cost-effective methods that will have a positive impact on your bottom line. Our attention to detail means that your campaigns will run smoothly and seamlessly.