

## 10 Things Every Business Owner Should Know Before You Create Your Next Direct Mail Campaign

A MARKETING RESOURCE FOR BUSINESS OWNERS



### Have you seen one of these lately?

Chances are you probably have one – just like it - close by. I bet you empty it regularly. I am sure you look through its contents as you walk away from it. Every day. Then you separate out what is important, what is interesting and what is obviously destined straight for the recycling container. Pronto. And every once in a while – it prompts you to do something.

**Yup. You guessed it. It's a mailbox. And we are talking DIRECT MAIL!**

According to a recent Epsilon Research Study, direct mail remains the No. 1 choice of consumers for receiving information. The same study found that social media and blogs are considered the least trustworthy channels by consumers. These findings highlight a challenge that small businesses face today: how to effectively balance marketing strategies both online and offline.

With 50% of consumers reporting that they pay more attention to postal mail than e-mail, both forms of marketing are essential for reaching your audience. The misconception that direct mail is "outdated" has been shattered, but simply employing direct mail is not enough to guarantee results. To help you implement direct mail successfully, here are 10 things that you should consider.

- 1. Start with your budget.** Whether you have \$500 or \$50,000 will determine what you can (and cannot) do.
- 2. Define the goal.** What do you want people to do?
- 3. Clear, concise content is King.** People have a short attention span – so the message should be obvious and quick to jump out. What are your potential customers looking for? What problems do they have that you can solve?
- 4. A bad mailing list can kill a very clever campaign.** Make sure you have a clean list which is less than 6 months old.
- 5. Size matters.** Dimensional mailings score the highest open rate.
- 6. Attractive design can be all-powerful!** Use color and varying text sizes to break up the copy and draw attention to the important information.
- 7. Make them an offer they can't resist!** Be sure to include atleast one good offer to increase response rates. Free is always a good deal!
- 8. A sense of urgency prompts action.** Remember to include an expiration date on your offer.
- 9. Social media icons may be included –** but give the audience a reason to go there – example "Like us on Facebook to get a free sample".
- 10. Stay visible.** Repetition will keep you in the forefront. Be in front of your potential customers atleast 4x a year for them to remember who you are.

*Remember—a Direct Mail campaign can consist of an e-mail, a postcard, a letter, a brochure, a product catalog, a gift... and may be a combination of all these.*



*Thank you for the excellent job you did in designing the Healing the Children New Jersey 2013 Annual Appeal. You were a pleasure to work with, and we completed the project efficiently and in a timely manner. It looks just wonderful. In fact, it is our best-looking appeal yet. I recommend you as a graphic designer without hesitation.*

—Pamela DePompo, Executive Director,  
 Healing the Children New Jersey,  
[www.htcnj.org](http://www.htcnj.org)

### WONDERING WHAT WE HAVE BEEN UP TO?

- Annual Appeal for Non-Profit
- Logo design for Luxury Realtor
- Packaging Design for beauty product
- White Paper for a Chemical Company
- Brochure Design for Chamber

### UPCOMING ARTICLES:

- The Do's and Don'ts of Branding every Business Owner should know
- 7 ways to Market your business on a shoestring budget
- 5 ways to create the "Wow" on your website

**Got a question about Direct Mail/Branding/ Design or Web Development?**

Email me at:  
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**Got an idea that you need flushed out?**  
 Call me: 201-684-1515.

**Take a look at our work—and take a look at us:**  
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