

# 6

## Elements of Successful Direct Mail



PLAN



LIST



CREATE



PRINT



MAIL



TRACK



# 6

## Elements of Successful Direct Mail

Run smart direct marketing campaigns using our proven strategies.

Direct mail is an established marketing medium that can work wonders for getting new customers and keeping loyal followers – whether you stand as a business owner, entrepreneur, creative freelancer or marketer.

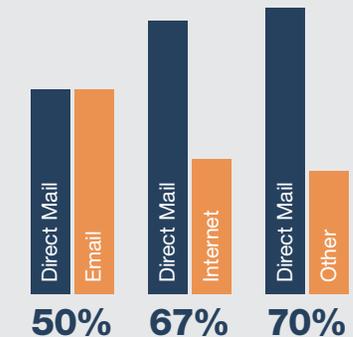
We understand the nature of day-to-day business demands, and how simultaneously promoting your brand, products or services may seem like an overwhelming task. As our client, we'll help you understand direct mail marketing and walk you through its important components. While it may not seem familiar or easy at first, the payoff is incredible when it's done right.

The experts at Modern Postcard are on your side and can help you develop savvy [direct marketing campaigns](#) to drive new business. We're experts in simplifying the process and guiding you through it, from start to finish. Keep reading to learn the six major elements of direct mail, along with our best kept industry secrets to increase the success of your campaigns and overall return on investment!



### WHY IT WORKS

An Epsilon study found that over **50% of consumers** prefer direct mail over email. **67% feel direct mail is more personal** than the Internet, and **70% preferred mail** for receiving unsolicited information from unfamiliar companies.





# Define Your Marketing Plan

Set your business up for increased brand awareness and new customers.

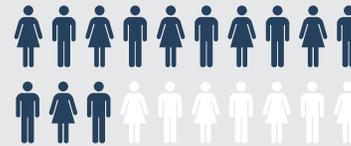
If your business already has a formal marketing plan, you should align direct mail campaigns with your marketing objectives and branding. If you don't have a marketing plan, simply ask yourself the following key questions:

- ✔ What do I want to accomplish?  
Get more customers?  
Increase awareness?  
Drive website traffic?
- ✔ Why do customers choose my business? What am I trying to sell? Why are my services unique?
- ✔ Who will listen and respond to my message? Who are my typical customers? What are their unique demographics?
- ✔ When should I mail and how often? When do I need a bump in sales? What are my industry's trends?
- ✔ How will I track my responses: redeemed coupons, email newsletter sign-ups, Facebook fans?

## WHY IT WORKS

**65% of online Americans** have made a product or service purchase because of direct mail they received.

Source: Exact Target Channel Preference Survey





# Line-up Your List for the Best Response

According to the experts, your mailing list accounts for 40-60% of your campaign's success.

In fact, your list is the most important element of a money-making direct mail campaign. No matter how poorly a mailer is designed, if it's sent to the right people, it still has a chance of working. On the flipside, a great looking piece will have little chance of getting a response if sent to the wrong audience.

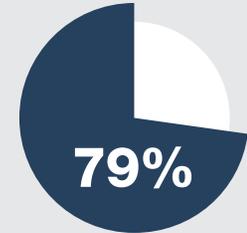
## YOUR STRONGEST AUDIENCE

Postcard formats have the lowest cost per response when sending to house lists (2015 DMA Response Rate Report). If you have a current customer list, that's a great place to start. These are people who have already done business with you, so chances are they'll do so again.

## THE SEARCH FOR NEW CUSTOMERS

This is where many businesses could run into a snag. Sure, you could try to guess your customer profile by selecting a combination of demographics and lifestyle traits, but what if you get it wrong? Is there a better, more reliable way of finding the right list?

*The answer is yes!* Our list experts can create a [Customer Profile Report](#) based on your current customers and generate a new, more targeted list based on who your best customers are. You'll be confident knowing that you're targeting those prospects most likely to buy from you. Go to [modernpostcard.com/profile](http://modernpostcard.com/profile) to request your free report, or simply ask your Direct Marketing Specialist to get it started for you.



## WHY IT WORKS

**79% of consumers** will act on direct mail immediately compared to only 45% who say they deal with email straightaway.

Source: Direct Marketing Association





# Develop and Launch Creative That Wows

Create a piece that grabs attention and includes an offer to boost new business.

## EYE-CATCHING MAILERS

In the old-school days of direct mail, some believed creative design had minimal impact on the success of a campaign. They were wrong – good design absolutely matters. It grabs attention and creates interaction, giving your piece time to convince prospects to respond. Here are some best practices:

- ✔ Stick with imagery that is relevant, colorful and grabs instant attention
- ✔ Copy needs to communicate almost as quickly as your imagery
- ✔ Keep headlines short, engaging and to the point
- ✔ As for body copy, the shorter it is, the more likely it will be read
- ✔ Bullet points are very effective

## PROFESSIONAL DESIGN HELP

Modern offers various levels of [Creative Services](#), designed to fit your needs. This includes anything from reviewing your piece, to creating layouts, to improving upon a design or concept you started, to complete creative strategy and design. Our team of direct mail design experts are happy to advise you on your design ideas or specific creative needs, helping you put your best foot forward before your next campaign launches.

## ALWAYS BE CLOSING (ABC)

It's smart to include an offer that your customers find so valuable, they're instantly motivated to respond. We like to ask: what would get you off the couch and inspire you to take action? If you're sending out a weak offer, don't be surprised by a weak response.

## SO, WHAT IS THE RIGHT OFFER?

We advise our clients to look at it from a completely new perspective. Ask yourself, 'what's the biggest discount I'm willing to give if it virtually guarantees a new customer?' Here's a term that we like to get our clients comfortable with: the Mafia Offer. In other words, the offer you can't refuse.

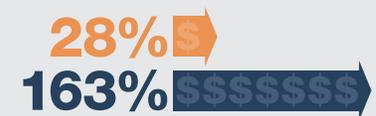
## WE CAN HELP

Give yourself the best chance to succeed by putting the best possible offer on the table. Our marketing experts can help you define some good, take-action offers that line up with your sales goals.

## WHY IT WORKS

A USPS® study shows that mailed catalogs have a huge influence on generating online sales. Catalog recipients **purchased 28% more items and spent 28% more** money than their non-catalog counterparts. The study also noted a **revenue lift of 163%** for websites supported by catalogs as opposed to those that were not.

Source: USPS Delivered Magazine





# Select the Right Print Format

Look better than the rest with quality paper, interesting layouts and custom print solutions.

## GET YOUR PIECE READ

These days, people are inundated with marketing messages: from print media, to mobile ads, to digital pop-ups and more. To prove this point, studies show the average person sees around 5,000 advertising messages a day. That's a massive amount of logos, names, colors, messages and images for our brains to process. So, aside from great creative, messaging and imagery, how can your brand turn heads straight out of the mailbox despite customers being flooded with other mail pieces? Start by allowing the experts at Modern Postcard to advise you with tried and true direct mail print practices.

## QUALITY AND CUSTOMIZATION

Quality does matter. When it comes to a prospect holding on to your marketing piece a little longer, those with heavier paper weights tend to feel more important to consumers (and less like flimsy trash). While luxury paper weights and postcard products are our claim to fame, we can also make just about any custom print concept come to life. Unique elements like special finishes, textured coatings and odd shapes help cut through clutter, enabling your message to quickly get noticed and remembered. We'll help you engage your customers and rise above the competition with creative options, such as:

- ✓ Die cut shapes, unique sizes and creative folds
- ✓ Custom products such as booklets with pockets, signage, magnets, stickers and envelopes
- ✓ Foils, spot coating, embossing, textures, tip-ins, scratch-offs and other add-ons

## STAND OUT IN THE MAIL

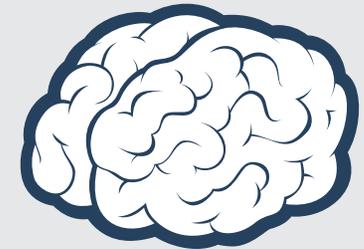
Here are some solutions we've tested that achieve a higher than average response rate:

- ✓ If you're using a folded card, choose a panoramic version as we've seen them get a better response
- ✓ If you're thinking of adding a coupon or offer, try adding a folded, perforated tear-off to the side of your mailer – we've seen these perform well
- ✓ If you're thinking about special treatments like spot coating, we've compared the same design on two cards (one with spot coating, one without), and spot coating was the attention-grabbing winner

## WHY IT WORKS

Neuroscience studies show that physical, tangible media such as print and direct mail leave a **deeper footprint in the human brain** than virtual media.

Source: Millward Brown Global Research Study





# Mail at the Lowest Possible Rate

The less you spend on postage, the better your ROI is going to be.

## HOW TO KEEP POSTAGE COSTS DOWN

For most mailings, postage is the largest part of direct mail costs, so it takes an expert approach to get the most bang for your postal buck. One method is to use standard (bulk) rate instead of first class. Plus, there are several other

ways to achieve deeper postage discounts. Here's how:

If your mail has geographic concentration, you may qualify for a lower postage rate. Discounts are also likely when combining your mailing with other large mailings, thereby creating savings for everyone. Only a thorough analysis of your mailing list will show what discounts are available to you.

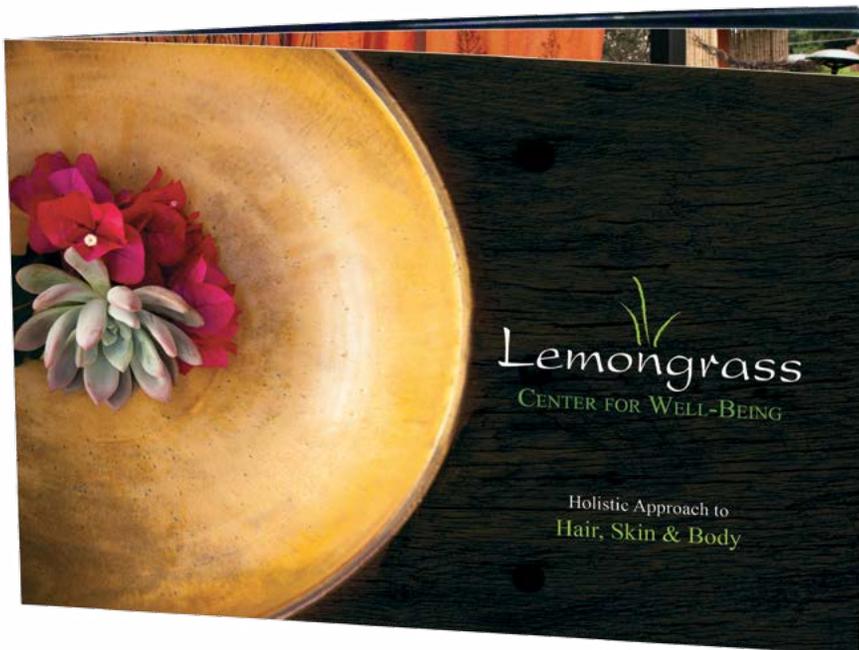
## HOW TO FIND THE BEST SAVINGS OUT THERE

Our mailing experts analyze your mailing lists to see what discounted options may be available for you. Once our analysis is complete, you'll review the results with your rep to determine what works best for your needs. Working with Modern Postcard means you'll always benefit from the lowest possible postage rates.

## WHY IT WORKS

Direct mail has a response rate of up to **10 to 30 times that of email**, and even higher when compared to online display.

Source: Direct Marketing Association





# Tracking and Tweaking for the Win

Once your piece has been mailed, it's time to review and understand the results.

## TRACK YOUR CAMPAIGN'S SUCCESS

Uncovering your campaign's results may sound exciting and scary at the same time, but it's very similar to email campaign tracking (direct mail simply uses a different method). By knowing how well your mailer or handout works, you'll learn how to improve your next campaign for even better results. Here are a few examples of how you can keep track:

- ✓ Include a coupon and count how many are redeemed on or offline
- ✓ Drive calls to a dedicated phone line, such as unique toll-free numbers

- ✓ Add a business reply mailer to track responses with ease and even gather info
- ✓ Create and drive traffic to a unique web page, for example [yoursite.com/mailoffer](#)
- ✓ Keep a basic, running total of how many new likes you get on Facebook
- ✓ Match-back purchases to your mailing list
- ✓ Measure visits to your website before, during and after your mailing

The key to tracking success is to compare your marketing costs versus the revenue generated. Modern Postcard has a convenient [Direct Mail Profitability Tool](#) that determines exactly how much profit you gained – just ask one of our experts to show you how to use it. Direct mail campaigns that generate positive revenue are always worth repeating.

## PLAN YOUR NEXT CAMPAIGN

Follow-up mailers will keep you top of mind. Consider your typical sales cycle, market trends, your available marketing budget and your customers' purchase histories to determine the best time to roll out another campaign. Be sure to experiment with your coupons and offers, as well as creative execution. Track the differences until you find your sweet spot. And of course, the team at Modern can help with all of the above.

## WHY IT WORKS

The channel that delivers the strongest ROI for customer acquisition and retention is direct mail.

Source: Target Marketing Magazine  
2013 Media Study





**WHY IT WORKS**  
With over 170,000 mailing orders processed to date, and about 40 million customer cards mailed per year, we have the right direct mail experience to help your business thrive.

# Let's Get Your Campaign Started

Our experienced and friendly Direct Marketing Specialists have helped over 60,000 businesses run successful campaigns from start to finish. We'll work with your budget and timeline to achieve your goals. Give us a call today: **800.959.8365**