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10 Secrets for Direct Mail Success

Our love affair with e-mail has left our real-life mailboxes empty and lonely...begging for a new wave of direct mail marketing to fill the void. It's an excellent time to reintroduce direct mail to your marketing strategy so if you are ready to go and need some creative ideas to improve your results, enjoy these secrets for direct mail success no matter what your marketing budget. Snail mail is back!

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1. Always segment your list first.

Before you start creating a mailer, spend some time with your list. If possible, segment your contacts into separate groups and develop different mailers targeted to the right buying cycles, geography, or even as simple as prospects vs. customers. The more targeted the message, the better the results.



2. The allure of the "lump".

You want your package to get opened, so make it intriguing. Add dimension with a lumpy enclosure, think transparent or colorful packaging, or a weird shape (yes, you can even mail a message in a bottle). Creative packaging can make all the difference. Check out some [fun direct mail samples](#) by the U.S. Postal Service.



3. Add pizzazz to postcards.

Gone are the days of standard 4"x6" postcards. Just because they're flat doesn't mean they have to be boring! Explore postcard vendors offering die-cut shapes, unique materials, pop-up inserts and oversized options to match any budget. Also check how much postage will cost for special shapes, materials or sizes.



4. Little details. BIG impact.

Sure, details take more time but the payoff can be huge. Instead of printing your signature, sign it in blue ink. How about using a first-class stamp instead of a meter? Address your reader by name and personalize your message to include their company name or industry. Sometimes the smallest thing means a lot to a customer.



5. Offer something.

Whether it's a gift, a free 30-day trial, a discount or a valuable download - find something that works within your budget and encourages them to take action. Offers don't always have to be "one-size-fits-all" so if you have segmented your list, you can always save high-value offers for your top prospects or customers.



6. Help customers find you online.

Even though we are talking about direct mail, don't forget to include links to your website and your social media pages. People will still go online to find out more about your company or products. Consider creating a special landing page for your direct mail campaigns so you can track and measure activity from your mailer.



7. Look like a professional business.

We have all received that piece in the mail that was clearly written by a well-intentioned office worker. Not exactly impressive. If your headlines stink, your design is dull, or your copy is boring, it is headed straight for the trash. Bottom line - hire professional designers and copywriters for high quality direct mail.



8. Use images, but use them wisely.

We all adore pictures. When used effectively, images tell a great story. Use too many and it can be way too confusing. Instead of multiple images, find one or two vibrant and compelling pictures they will remember. Keep the design, layout and copy clean and inviting so people want to keep reading your story.



9. The "one and done" mistake.

It's so tempting to send one quick letter or postcard just to see if it gets a response, but most of the time it's simply a waste of money. By committing to an integrated marketing plan that combines direct mail, e-mail, telemarketing and social media - you will find more customers and learn where they are hanging out.



10. Plan, promote and follow up.

Your plan of action surrounding your direct mail is as important as the mailer itself. An email announcing your direct mail is very powerful. A personal call following your mailing is equally as powerful. Plan your steps carefully, allocate proper resources, and direct mail can be an effective part of your overall marketing strategy.

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