



## Maximize Your Media Boost Your Direct Mail Program

### Direct Mail

#### Tips:

- Always set an objective for the program
- Entice current customers to increase their spending with you
- Work on the offer, the value & the ease of use
- Always give something of value
- Never give away something that you can sell.

*Design a plan for your direct mail efforts then work the program around the plan.*

Direct mail is still an effective means for reaching your customer. Are you spending time and money and not realizing sales benefits? Then consider the following.

### Increase Direct Mail Effectiveness

#### *What's the Point?*

Make sure you realize what your objective is and tailor your piece to meet that objective.

#### *Target Your Repeat Customers*

It is much more cost effective getting your current customers to make repeat purchases than trying to attract new business. It also lets them know that you remember them and that you are there for them. Cull your internal list, find your best customers and build your programs around them.

#### *What's Important?*

The offer. The value. The ease. The piece – in that order! Your customer doesn't give a hill of beans about your fantastically designed award winning direct mailer. Good design will get prospects to open it but it won't get them to buy. Work on the offer. Then worry about the piece itself.

#### *Give Real Rewards*

Give real rewards if you intend on offering a special gift. Give things that they will want and use. Perhaps a related product by another non-competing manufacturer.

Never, EVER, give away something that you can sell. It diminishes your product and your brand. Keep in mind that the potential customer, in it for the freebies, will not maintain a long-term relationship. They may not be worth the cost of reeling in.

#### *Test Run*

Create three or four different promotions and do a random sampling for each. Measure the results. You will quickly realize what really works (be sure you realize why, as well)! The most successful should then be employed on a regional or national level.

#### *Continuity and Evolution*

Your direct mail should be consistent in theme and there should be continuity with the rest of your corporate communications. The direct mail piece is not the end, it is the means – and it should be treated as yet another rung on the ladder of promoting your company's products. You are in this for the long haul.

Contact Capstone Media for assistance with Planning/Buying

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