Crafting a Successful Direct Mail Campaign

***We*Do direct mail.** After 50+ years in the business, we've seen that successful direct mail doesn't boil down to just one thing. It's a combination of variables that, crafted correctly, delivers the results you can take to the bank. The first order of business is identifying your campaign strategy. Then, follow the below tips for ensuring a successful outcome.

Strategy
- What's the objective for your direct mail campaign? End goals often include lead generation, customer retention or customer reactivation
- Have a purpose in mind. Introducing a new product or service? Announcing a special offer or discount?
- Know your target audience. Are they current customers or prospects?
- Will you use your own targeted list, or will you need to purchase one?

Design
- Incite curiosity with "lumpy mail" (something inside)
- Explore unusual shapes or sizes
- Stand out by using bright colors or interesting finishes (varnishes, metallic inks, etc.)
- Consider using a custom-designed stamp instead of an indicia

Messaging
- Mention your service area—local, regional, national or global
- Consider personalization to reinforce deeper engagement
- Create a sense of urgency with language such as "available for a limited time"

Call-to-Action
- Clearly state the call-to-action, so your recipients know how to respond
- Offer a free gift to increase response
- Reward loyalty or encourage trial offers by giving customers a special purchase discount

Mailing
- Clean your list of invalid addresses by using "Address Correction Requested"
- Use stamps instead of metered mail for a better open rate
- Seed all mailing lists with your own address so you will know when the mailing is delivered
- Consider using the USPS Every Door Direct Mail® (EDDM®) if you don't have a list

Sir Speedy marketing specialists can help you at every point on your direct mail journey, from strategy through mailing services.

Ready to get started? **Contact us today at sirspeedy.com.**

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