



## DIRECT MAIL PROGRAM

Direct mail does NOT STAND ALONE. If you mail one postcard to your market, will not receive much, if any direct, new business immediately. The Direct Mail postcard should be used in conjunction with other types of "contacts" with your market place. For example, you should plan on mailing a couple times per year to the market place. You should telemarket the same list. You should have other means of presenting your company to the market place (i.e. in person cold calls, good logo on your trucks, industry trade shows, internet site, yellow page advertising, print advertising, public relations, etc.)

The four components of a successful direct mail program are (in order of importance):

1. The LIST (see "Overview of Market Selection" for information about the list)
2. The OFFER
3. The CREATIVE (the mailing piece itself)
4. Repetition

### THE LIST

Assume your future customers look much like your existing customers. Tell us whom to mail to, based on your understanding of your existing customers. For example, assume you have reviewed your customers and you have no ROUTE customers, who have fewer than ten employees. Assume the exception to that rule occurs in cases of CPAs, Medical and Financial institutions. You may then tell us to bypass businesses with less than 10 employees unless they are CPA or Financial or are Medical institutions. The key to a quality LIST is to avoid companies who are not likely to be your customers, for example a one-person electrical contractor. See report titled "Overview of Market Selection" for details about how YOU choose the list of prospects.

### THE OFFER

A normal offer might be something like "first months service free". Another example of an offer might be "first and last months service free with a 12 month contract". The better the offer, the better the response rates. Offers can be changed to suit special mailings. Assume you have no route customers who have less than 10 employees, but you get purge business from many small CPA's, law firms, doctors' offices, insurance companies and financial service companies. When we mail to them (businesses with less than 10 employees), we can change the offer to relate to PURGES, i.e. the offer might be something about the first 5 boxes free (with a minimum charge).

### THE CREATIVE

Part of the CREATIVE is the "CONTENT", which obviously includes your name, address, logo, catch phrase and THE OFFER. In addition, there is room for text. (see below a sample of the CONTENT). Mailings going to medical institutions can have HIPAA specific text. Mailing going to business with fewer than 10 employees can have PURGE specific text. You have control over the CONTENT. Well-directed CONTENT will likely increase your response rates.

### TIMING AND COORDINATION

Other subtle items, which increase response rates, include coordination with other advertising or public relations. If you know there is going to be a feature article in next month's business journal about identity theft (and you know this because they interviewed you), then you may want to mail 5,000 pieces the day before the article comes out. If you are starting a print campaign in the local bar association magazine, you may want to coordinate a direct mail piece to all law firms at that time.