

# Creating the Perfect Direct Mail Marketing for 2018

2017 has been a busy year for direct mail, and 2018 looks to be even bigger. The traditional form of direct marketing has transformed over the past year, accounting for a significant chunk of business advertising strategies. In the digital age, especially, the value of direct mail marketing is not to be undervalued. According to [MailMen](#), 87% of consumers believe messages delivered through direct mailing, while only 48% of your audience consider the contents of an email. That is a huge difference and, as a mailing house, we are sharing our tips to producing perfect direct mail for your audience to boost revenue for the New Year.

## Creating Direct Mail for 2018



## Identify your Market

The key to all successful marketing campaigns is to target the right consumer. You can produce a brilliant piece of direct mail advertising, invest in high-quality print and use reputable mailing companies for their direct mail services, but without the correct audience, you are wasting your potential. In fact, you are, quite literally, throwing money and time away. Take into account the message you are delivering, perhaps the products you are promoting, and look into who that will affect. Your target consumer is the most important aspect of your direct mail campaign. Once you have them in mind, you can tailor your direct mail content to their needs and buying habits, thus improving your revenue.

There are many mailing companies, including WDM, which provide data cleansing services. It's worth considering to save your precious time, particularly if you are outsourcing your direct mail marketing to a mailing house.

## Content and Design

You need to pack your direct mailing with as much punch as possible. Attention-grabbing headlines are perfect for direct mail postcards, and most other direct mail formats. If you start the mailshot with a headline that is going to add value to your consumer, you'll have a larger window of opportunity. A business, typically, has three seconds to attract their audience with their particular direct mail format, and you do not want to waste it. Be clear with your text, avoid jargon and get to the point.

Likewise, use images when it comes to your direct marketing. It's said a picture paints a thousand words, and you can say more with one image that you can with several paragraphs of text. Incorporate colour and images to your direct mail design to increase response rates; the end goal of all successful marketing campaigns.

Look into whether your chosen mailing house offers [direct mail design services](#), as they have the expert knowledge and technology to uplift your direct mail advertising. At WDM, we have produced millions of direct mail campaigns, and have the design skills to transform your piece of direct mail.

## Call-to-Action

A powerful call-to-action is essential to the success of your direct mail marketing campaign. What is the end goals of your direct mail? Do you want your consumers to go onto a specific landing page? Do you want them to ring up the number on the marketing campaign? You must know the answers to these questions before designing your campaign, or looking into the direct mail services of mailing companies. It's important not to overwhelm your consumer with multiple calls-to-action, but stick to one clear goal. Otherwise, it's likely your audience will ignore the direct mail and see it as a form of junk mail. However, you can repeat the same call-to-action. For example, place the QR code on both sides of the direct mail advertising, to ensure they do scan it. Just keep it clear, short and sweet for the highest response rates.

## Personalisation

The best direct mail formats are hyper-personalised. Personalising your direct mailing is one of the biggest benefits to this form of advertising. In a sea of inflated email inboxes, direct mail stands out. You have the opportunity to place your chosen message, or products, into your consumer's hands. If you don't take the chance to speak directly to them, your audience will not respond as you would like. Over 98% of people have said they are more likely to respond to direct mail addressed to them, so consider these stats.

An example is to use your mailing list data to personalise your direct mail formats to their purchasing behaviour, suggesting other products they may like. Once you have their attention, you can direct them to the call-to-action.

## Direct Mail Size

While you must consider the standard dimensions for postal bands, for cost reasons, when creating your direct mail advertising, you can still experiment. Dimensional mail is a huge trend for 2018, proven to improve response rates. However, if dimensional direct mail is out of your budget, it doesn't mean you cannot consider other options. Direct mailing sent at Christmas could be designed in the shape of a Christmas tree, rather than the typical A4 format. There are plenty of opportunities to improve your direct mail design, and we suggest you speak to mailing houses and mailing companies for ideas.

## Direct Mail Printing



The higher-quality you use for direct mail print, the more effective your direct mail marketing campaign. People associate quality with trustworthiness and reputable brands, so are much more likely to act upon your call-to-action. Materials which stimulate the senses, such as laminated direct mail and glossy campaigns, have a much higher response rate. This attention to detail will ensure your direct mail stands out, and doesn't get lumped with the junk mail on poorer quality materials.

When discussing how best to print your direct mail, we recommend utilising the direct mail services of a mailing company. A mailing house has the correct machines to print your direct mail as you imagined and, subsequently, distribute it in the most cost-effective manner. If your company does not have the technology to do so, you will have to invest time and money into buying the direct mail printers, and training your staff on how to use the machines. Mailing companies also benefit from bulk postage costs, so it's likely you will be able to send your direct mailing within budget.

## Integration

Our last point is one that has risen in popularity over the past year, and is predicted to dominate the direct mail advertising industry in 2018. Integrate your direct mail with your

digital advertising for the biggest reach. Research has proven that coordinating your message across multiple platforms promotes successful marketing campaigns, allowing you to spread your message even further. You can integrate by adding QR codes (as mentioned above) and URLs to specific landing pages on your direct mailing.

To discuss the options for direct mail and our direct mail services for your marketing campaign, get in touch with one of our team today.