

How can I increase responses for my direct mail campaign?

The objective of most successful direct mail campaigns is to increase customer retention. Therefore, you'll boost your brand profile. While cleaning up and segmenting data will certainly improve your chances, you need to consider how to communicate with your prospects. When it comes to direct response marketing, you are looking to achieve a measured and specific response. As such, you need to include specific calls-to-action and, most importantly, options for a response. It's all well and good opting for an eye-catching design and print finishing, but you need to communicate. Tell your customer what to do.. Without highlighting those steps, your direct mail advertising is, essentially, likely to be wasted. It's also important to note the effectiveness of the offer, or a discount for your services to elicit a response (all consumers love a freebie).

As a mailing house, we've produced and designed millions of interactive marketing and direct mail pieces. Thus, we've got plenty of tips to share. Incorporate these marketing copy tips to your customer retention strategies, and you're on your way to producing an effective marketing campaign.

Mention the offer

Highlight the word 'free'

Put the offer in the sub-headline

Include a picture

Get creative with your giveaway

Sell the giveaway

Include testimonials

Provide contact details

Ensure security

Urge immediate action

Use marketing trends

Ask them to follow you

Tell them there is no-obligation

Go dimensional

Mention the offer

When it comes to marketing tips, this is the biggie. Don't forget to mention the offer, and make it front and centre. Direct response marketing heavily relies on promotions and offers to encourage customer engagement, so you need to specifically mention the promo.

Highlight the word 'free'

If it's free, say it is. You are significantly more likely to increase the chance of response and, subsequently, customer retention if you showcase the value of what you are offering.

Put the offer in the sub-headline

Essentially, the promo on products or your services is your call-to-action. Therefore, you need to promote it as best as possible in your direct mail marketing. However, we do recommend you stay away from too many deals, as cluttered advertising mail can overwhelm your prospects, leaving them with no idea or next steps for moving forward.

Include a picture

Images speak a thousand words, and far more than jargon loaded text. Get straight to the point and showcase what you are offering. For example, if you are giving away a Hoover, include a picture of the product. Even better, show it in use – it really is that simple.

Get creative with your giveaway

Direct mail advertising offers all companies the opportunity to stand out from the crowd, far more so than the likes of email. We suggest you use an intriguing title for your promotion, one that can even be shared on social media under the same hashtag. By doing so, you are demonstrating consistency and integrating all marketing channels.

Sell the giveaway

While we have touched on the importance of design and graphics, you must always include punchy copy. This is where you will sell your giveaway and your brand itself – providing further information on what the customer must do. For more info on what to include in your marketing copy, you can read our guide [here](#).

Include testimonials

Including testimonials can substantially increase customer conversions, even in some instances by a staggering 380%. By incorporating customer reviews, you highlight the need for the product or services and the urgency to which they need to respond.

Provide contact details

As a mailing house, we've seen a huge difference in success for brands that provide different contact details, and two instances of their phone numbers. Consumers expect companies to be available every hour and whenever they might have an issue, and sharing this information will alleviate any worries and, subsequently, begin building the relationship.

Ensure security

In the age of the GDPR, safeguarding personal data is more important than ever. While there are fewer regulations in place for direct mail advertising, you must still reassure your

consumers as to the security of their data. Be transparent and share your reasons for collecting their information.

Urge immediate action

If you create a sense of urgency – such as the offer runs out in 30 days – your consumers will act. Often, if you tell them to do something, they will – especially if it is relevant and adds value to their life.

Use marketing trends

Interactive marketing is the future of the industry, and should, most definitely, feature heavily in your customer retention strategies. The likes of augmented reality is dominating the market, and you could ask customers to scan a QR code (tracking those who do) for a unique illustration. In turn, you'll build brand awareness and improve the likes of engagement and social shares.

Ask them to follow you

While you've got your prospect's attention, ask them to visit other channels. If you've produced an effective direct mailing piece, with powerful marketing copy and a decent offer – it's likely they will do as you ask. Include all social media platforms to improve awareness and, if you use a dedicated hashtag, encourage them to join in.

Tell them there is no-obligation

You don't want to sound pushy, so tell them there is no-obligation to follow the call-to-action, but highlight the benefits of doing so. Gently coax them through their next steps, making it as easy as possible for them, to avoid looking spammy and untrustworthy.

Go dimensional

Free inserts of dimensional promotional packages are a little different to the mail we receive each day. You have only several seconds to stand out and appeal to your consumers, so do it right. You could even ask them to build a replica of the product to release a unique sales code (which can be tracked), thus improving your chances of successful direct response marketing.

If you would like to discuss the options for direct mail services and what these tips can do for your marketing, our team would be more than happy to help.