



## **Direct Mail Basics**

### **Why does Direct Mail work?**

It works because it is Targetable, Testable and Trackable.

#### **1. Use Your Lists to Zero in on the Correct Audience**

Experts say that 50% of the success of a direct mail campaign is based on who it is mailed to. If you aren't targeting people who are interested in what you are offering, it doesn't matter how well-written your letter is or great your price is.

#### **2. Create a Strong Offer**

Successful direct mail programs are all about a compelling offer. The prospect doesn't just need to feel good about your brand. He needs to scan your message and decide to act immediately. A compelling offer, reinforced by persuasive copy and design and an effective call to action, will make or break a direct mail campaign.

#### **3. Make Reliable Tracking your Foundation**

You need to have systems in place to capture who responds, who buys and how profitable their purchases are. And you need to be able to match these responders and buyers with the non-buyers for each offer, creative package and, list segment.

#### **4. Invest in Testing**

You should learn something every time you mail. New offers and creative packages, lists and closing processes are an investment in improving marketing performance that you need to make every campaign cycle.

#### **5. Leverage Good Results Analysis**

Direct mail is the "Moneyball of Marketing". In the long run, it doesn't matter what a panel of experts think looks best or should produce the best results. The facts will speak for themselves once you have them. And details matter. If one segment of a list or a part of the country isn't producing the required ROI, eliminate it and use your testing insights to replace it with something that does.

