

Direct=Effect

Extracted from MasonBaronet's GoodThinking Newsletter

Like it or not, direct mail can be one of the best ways to deliver your message. But there's a fine line between trash and treasure. We'll help you sort through the junk.

Know Your Target

Behind all successful direct mail campaigns there is strategy. The audience and the offer are two of the most important focal points for the direct mail piece. Efforts made to select the best audience for your mailings will gain more business and save you money in the long run. A well-crafted, dynamic offer or message will hook those who are most interested in your product.

Get a Good List

The right audience is pivotal to a direct mail campaign's success. One of the easiest and most reliable ways to create your direct mail list is simply to buy it. There are thousands of lists for sale through companies that specialize in developing lists specifically for direct mail marketers. There are different types of lists with varying price tags. Cold lists offer a more random sampling of people, while hot lists, although more expensive, target the audience that has displayed an interest or inclination for comparable products. Hot lists will give you more bang for your buck, as they target the population that is already interested in your product.

Give Them Something

The offer equals the product being advertised, right? No, the offer is the "hook" that creates desire for the product. A good direct mail piece will offer something tangible, or will dangle a carrot anticipating that the reader will take the bite. If you are using the dangling carrot tactic, the copy might include something reminiscent of the Publisher's Clearinghouse sweepstakes envelopes, which give the reader hopes of winning a million bucks, enticing them to open the envelope and read further. This method definitely delivers on its promise of engaging the reader. If you doubt it, just think of how many times you have opened the envelope that said, "Time sensitive information", or "You are a winner!" Once the mail is opened, there is a good chance the reader will glance at the remaining contents of the ad before committing it to the wastebasket.

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Catch their Attention!

Because the nature of direct mail is to reach a large audience with a small piece of advertising, often the mentality regarding design is to create a vivid, eye-catching ad that emphasizes the visual aspect and underestimates the importance of content. Contrary to this point of view, the copy of the direct mail piece is the fundamental element that will drive your campaign or make it come to a screeching halt. There is a difference between an ad that catches the eye and one that catches the reader's attention. Many "eye-catching" ads wind up in the nearest recycle bin. A direct mail piece that catches the receiver's attention will have the following graphic components:

- An Image or graphic that reinforces the message
- A visual consistent with other marketing materials

Support Your Brand

For an integrated marketing campaign, it is essential that the direct mail marketing piece aesthetically flows with all other marketing materials. Keep in mind that the direct mail piece is part of a larger body of material that is designed to get people to buy your product.

Utilize these essential direct marketing principles and you are sure to enjoy the benefits of a successful direct mail campaign.

MasonBaronet is a leading marketing communications firm located in Dallas, Texas that provides integrated marketing communications, branding, account planning and research, advertising and interactive expertise. Visit www.masonbaronet.com or find us on Facebook: <http://fb.me/MasonBaronet>