

Marketing Insights

Tips to boost your business

Use a design that makes the person want to read more... The overall design should match your overall brand.

Be timely and repetitive to generate a top of mind awareness for your brand.

**CASCADE
PRINTING
and GRAPHICS**

6504 28th St. SE
Grand Rapids, MI 49546
616-222-2937 phone
info@cascadeprint.com
www.cascadeprint.com

Make your direct mail campaign easy with this Direct Mail Success Checklist

By Lauren Darr

Direct mail is a great way to drum up business. Use the following checklist to ensure your direct mail success.

Mail List

When creating a direct mail campaign, have a good mail list of customers and/or prospects. Using an in-house customer list is ideal. You can choose to purchase lists from a reputable list broker. If you're in a niche B2B market, buy a list from a trade publication. Get only the proper titles and regions you need so that your postage and printing bills don't go through the roof!

Offer

When you develop direct mail, have a simple offer that is easy for people to understand. Things that are complex or confusing will deter responses. Your offer needs to be clearly understood in your copy, headline, and anywhere that it is mentioned. If you have offer codes make sure they are mentioned both in the copy and prominently displayed elsewhere.

Design

Use a design that makes the person want to read more. Find graphics that get someone's attention. The overall design should match your overall brand. Also, take into consideration any postal regulations. Leave enough space for promotion codes, coupons, etc. And, don't use too many type fonts; make sure they are complimentary to each other.

Copy

Do you have a headline that grabs attention? Is it compelling enough to make them want to read more, pick up the phone, or go to a website for your offer? Copy should be easy to read and understand. If your offer is too complex, your potential success rate is reduced. Repeat the offer in your copy so that it's clear.

Repetition

If you're considering doing direct mail for your business to promote your products, services, or special offers, create campaigns around overall themes. Be timely and repetitive to generate a top of mind awareness for your brand.

Following this checklist should help you create a campaign for your direct mail that will be successful.

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Lauren L. Darr is the President and Founder of DIY Marketing Communications, a brand of Lauren Originals, Inc. She has over 20 years experience in working with companies large and small on their marketing efforts. Her passion is working with small businesses and entrepreneurs to create successful marketing campaigns. You can get a FREE report by Lauren, "The Top 3 Pitfalls of Marketing and How to Avoid Them" at <http://diymarketingcommunications.com>