

**Top Ten Tips...**

**for a successful**

**Direct Mail Campaign**

**Follow our tips for a stress free campaign  
and increase your sales with Direct Mail**

1. Before you begin, think about who you are trying to target (e.g. current customers or new prospects), what you want them to know and what you want them to do, it sounds obvious but often the main messages are lost in the practical planning of a campaign.
2. Make sure you have the resources to be able to fully manage your campaign all the way through from drawing up a budget to handling response once your mailing lands.
3. A good brief is essential for a successful campaign, brief all suppliers thoroughly; your designer, printer, mailing house etc. Keep all suppliers up to date with changes and timings. A good brief avoids misunderstandings and saves time and money.
4. The ultimate direct mail tip is to Test, Test, and Test. The great thing about Direct Marketing is its measurability. It enables you to identify the best ways in which to target your customers and get the best response before you commit to a full blown campaign.
5. If you are sourcing outside mailing data make sure the data is from a reliable source and has a similar profile to your own customers. Purchase a small section to test the quality of the data before you commit to buying or renting larger lists.
6. Make sure your website is up to date and in full working order, once your mailing lands, people will want to investigate further and the web is the first place they will be most likely to go.
7. Take advantage of postage discounts – your mailing house will be able to ascertain the best discounts available and advise on the most cost effective way to send your mailing.
8. Call to action – what do you want potential customers to do once they receive the mailing? – go online? Pick up the phone? Return a form? - Make it clear; the clearer the instruction, the more likely they will be to respond. Try including a pre paid envelope or giving out a free-phone number; if the call to action is free it can encourage greater response.
9. Give people a reason to take action – an incentive may increase response to your campaign. Look into giveaways such as prizes or discounts to give potential customers further reason to respond. Make sure this fits within your budget.
10. A follow up to a mailing can be very effective, a telephone call can initiate a response by reminding people of the mailing and any initial interest they may have had but not had time to action. Email works in the same way and can also make a good partner to a DM campaign to increase reach.