

How to Start an Effective Direct Mail Campaign

Grow Your Business with Direct Mail Postcards

I always find myself walking the fine line between effective use of our marketing budget and what makes sense for our business. It is clearly advisable to generate new business with established customers; and attracting new customers is a must for the growth of our business. Yet it's a constant balancing act between our marketing campaign and sales volume and I know it's a struggle for many small business owners like you.

You need good quality leads to maintain and grow your business at the same time. Generating leads is easy. Generating good quality leads that convert to repeat business is another story. When you're under pressure to bring in a certain volume of business, it's easy to spend your marketing budget on the wrong kind of advertising campaign. During our 25 years in business we have tried most of the media, and thus far direct mail marketing has proven to be the number one way to go.

Your business cannot afford to overlook direct mailing as a vital aspect of your marketing campaign. Testing is the key to any successful direct mail initiative. We know this, since we send out about 20,000 mail pieces each month. We sample new markets with small groups of around 500 prospects in at least four to six mailings. Measuring the response rate of sample groups will get us the feedback we need to increase mailings to the best-responding groups, thus turning prospects into repeat customers; by eliminating the least responsive ones, we don't waste our marketing resources. Testing clears up any assumptions we make prior to the launch of a new campaign. New clients need to come from somewhere, so this sampling is a necessary and important initial step to any marketing campaign.

Direct mail is profitable in gathering new customers and ensuring repeat business.

Many times a small business overlooks the fact that its current customers are its best targets. They know you and your products and services. By periodically offering specials, or mailing money-saving coupons, you are creating a loyal clientele -- which will not only generate repeat business, but often lead to new customer referrals. As a business, you can count on your current client list as the most important part of your direct mail campaign.

From the start, you must be able to identify your target audience; be consistent because, as with any advertising, direct mailing must be repeated several times to be effective. Your mailing list should be as accurate as possible, or you will waste money on materials and postage. That can add up! Clean up your list before you send anything out. Select a reputable mail house that can help you with this as well as delete duplicates and check your list for compliance with postal regulations. By using a USPS authorized mail house like ADG Printing, you will not only save the yearly permit fees, but you will also save up to 40% on postage (not to mention your precious time and energy sticking on labels and stamps!). Ask questions such as: will their addressing system presort, automate, and bar code your mail to get you the best postage rate possible.

We know that, as a small business, you are apprehensive about beginning a mailing campaign. You also have many questions. In partnership with a knowledgeable printer, able to handle your marketing campaign from design to mailing list selection, you will get the best response from your efforts. A professional will walk you through the steps of a successful mailing campaign that will help promote your brand, products, and services. A professionally designed and personalized piece of mail is more likely to be read by the recipients. A bright, colorful, attention-getting image combined with a short statement and a money-saving offer will do more than represent your products and services – it will make sure somebody notices! Your copy should include contact information such as phone number, website address, email, and maybe a simple map. And don't forget a call to action with clear steps for ordering your products!

Each time you do a direct mailing, learn from it and use what you've learned the next time around. The more you test, obtain feedback, and tweak your mailings, the more effective they will be. Direct mail is profitable both in gathering new customers and ensuring repeat business. It is the best way to get information about new products or sales events into the hands of your clients. And that's the first step toward generating traffic to your business or to your website. Don't wait, start today!

*by Eva Miklos,
ADG Printing
You can contact me at
425-771-7603 or
eva@adgprinting.com*

ADG Printing is in the top 100 USPS Authorized Mailing Houses in WA, we are located in Lynnwood. We received 1st, 2nd, and 3rd Place Awards in Mitsubishi's nationwide printing competition.

Snohomish Co. Business Journal.