



USING DIRECT MAIL FOR A NEW ERA:

5 Key Tips

Think direct mail is dead? Think again. Direct mail allows for pinpoint accuracy in your targeting, ensuring the right message gets into the right hands, at the right time. But don't just take our word for it. The US Data Corporation found that 39% of consumers try a business for the first time because of direct mail. Additionally, Small Business Trends states that 62% of consumers who responded to direct mail in the past three months made a purchase. Along similar lines, a report by The Shopping Shift reports that direct mail influences 42% of purchases in high-consideration categories.

Ready to grow your business with direct mail? Here are 5 tips that will optimize the results of your next campaign:

1. Be timely and personal.

Be aware of current trends and events when creating content, and ensure that what you send out is personalized and branded to ensure the greatest response. Simple mistakes like name misspellings or sending out a generic mailer can turn off potential residents.



2. Hyper-target your ideal audience.

Get precisely the audience you're after and save dollars doing it. With effective hyper-targeting, you can dig much deeper into the ideal pool and increase your response rates. Our team can target various demographics, including ailment data, financial data and more.



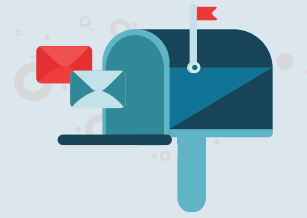
3. Create a targeted call-to-action.

Make sure your audience knows what action you want them to take and specify clearly what their benefits are for doing so! Clear CTAs like "Watch Our Webinar Next Wednesday at 5 p.m. on What You Need To Know About Sleep Apnea" are much more likely to be successful than a vague CTA like "Visit Our Website."



4. Appearance matters.

Consider every aspect of the mailer, as the first impression of it will determine whether it is read through or not. Make sure images are crisp and pleasing, drawing the audience in. Avoid stock photography when possible for a more personal touch. Ensure fonts and text are easy to read and personalized to the viewer. Using evidence-based data from A/B testing can be crucial to ensure greater results. Implement what has been continuously proven to work, not what you think might work.



5. Follow the consumer-based data.

Opinions might differ, but data doesn't lie. Depending on your target demographic and campaign focus, there are certain days, weeks, and months that will yield the best return. Make sure to utilize available data and plan accordingly to make the most of your direct mailers.



EXTRA TIP!

Re-target current prospects.

People who have already visited your website or responded to one of your ads are more likely to convert with a direct mailer. If your website reaches over 10,000 people each month, our VisitorConnect marketing solution can help. We pinpoint your website visitors, verify demographics, and send qualified visitors a personalized, branded direct mailer within 48-72 hours of their visit. Automatically.

Direct mailers are proven to help increase awareness and conversions for health and wellness providers. Utilizing these 5 key elements will help you reduce your costs, and increase your response rate. Plus, you'll have built a smart, effective engine to get higher quality leads and a solid return on your investment.



Ready to Get Started?

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