

## Tips to Maximizing Your Direct Mail Marketing

Writing copy that is effective and reaches through to your audience is very important. Use short copy to tease the reader to read further or respond, such as a clever headline or opening statement that your readers can relate to.

Write as if you are writing to a friend. People buy from people they like, so show them you're someone they know by using a traditional and friendly tone.

Why should they be reading, anyway? Define the purpose of your letter or product as the first thing they see. Including the benefits of your product is also key in catching the readers attention and getting them to read on. Prominently highlight a gift or incentive to increase response – what are the benefits of buying this product?

Avoid over-saturated “buzz words”. Using buzzwords to market your product is not a bad idea. It just narrows your audience so much, that you're probably missing out on the big picture. By defining your product in simple, easy-to-understand terms, you'll capture the entire audience. You won't leave anyone out in the cold, wondering what your service does. By marketing in this manner, you will end up marketing your product to those that need it, not just to those that think its "cool" that you've used a specific technology to pull it off.

This isn't to say that some products are specifically built for programmers, and the best bit of marketing you might have for your product is to drop buzzwords. So for those situations I suppose its fitting. However, if the only thing your product has going for it is the fact that you've used Ajax, don't expect it to get much attention after the initial buzz-burst.

Utilize a graphic designer: flex graphics and color to compliment your message so that your offer is easy to understand at a glance. Make your materials stand out. Use full-color. Full color helps your business sell more effectively or communicate more efficiently. When you your promotions make its way to your customer's hands, you have a split second to catch his/her eye and make an impression.

How many times have you opened your mail to find a page full of text.? People want to SEE what they are getting into. It doesn't matter whether what you're selling is tangible or not, there's always a graphic you can use to depict what it is you're promoting. Remember people buy based upon emotions. Pictures always activate emotions. Using lifestyle images to capture feelings that your customer should feel is a good start to selling products that are not tangible, such as health care or consulting services.

It's best to know your audience before you start trying to sell them things. A good way to do this is to survey your target market ahead of time to learn what they'll respond to. Done right, surveys can reduce new product risk; generate insights about employees, customers, and markets; and align communications programs with target constituencies. Surveys can be conducted over time to demonstrate the impact of communications and other programs. For example, New York City-based software leader Information Builders

conducts surveys every six to twelve months to measure awareness of the company among target markets. Always include your objectives for the information you are collecting, how they will be implemented in your business, and how your customer's information is valuable to you and your business. Let your clients know that you will represent them and that they have a say in how you provide for them.

Personalize as much as possible, and ALWAYS include your website address. Ensuring that your customers feel their personal preferences and needs are being taken into account creates an effective approach that's hard to beat.