

How To Master the Art of Direct Mail Lead Generation

By

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“Elements of Direct Mail”

Part II of IV

There are three major elements of Direct Mail Lead Generation that make it work... the Market, the Offer, and the Package. Emphasis on these elements is critically important, as you will see.

1. *Market* – The market is your list of prospects you wish to target. This is probably the most important element on which to focus. If you promote to the wrong audience, it doesn't matter how great your offer is or how creative your package is. If your prospect has no interest, all else is wasted.

But remember, there is no such thing as a perfect list. Even if you compile your own list today, by tomorrow someone could have moved or died. And companies hire and fire employees all the time. Lists are constantly changing.

With mass compiled consumer lists, 90% accuracy is considered acceptable. With mass compiled business lists, acceptable accuracy by targeted individuals within the company drops to about 80%. Just understand that 100% deliverability is not realistic when dealing with outside compiled lists. But if you are able to use someone's customer list, it should be extremely accurate and up-to-date, just like your own.

2. *Offer* – The offer you present to prospects is the proposition that attracts their attention and gets them to respond. The goal of direct mail lead generation is to get prospects to respond now. Image advertising, on the other hand, is intended for “top-of-mind” recognition to influence a decision sometime in the future. Now vs. later is the difference between direct marketing and general advertising.

So, how do you get someone to take action now, rather than later? By talking to your prospects about benefits, not features.

A feature is what a product or service “is or has.” A benefit is what it “does.” For example, benefits include savings, convenience, security, or prestige.

3. *Package* – The package is the design of your mail piece. Many people spend a great deal of time worrying about getting the look of their mailer just right. But the package design is secondary to the list and the offer.

Many ad agencies would probably cringe if they heard that. But “pretty” doesn't sell. Going to the right prospect with the right offer is what gets response.

Direct mail is a great medium because it lets prospects set their own pace, unlike radio or television. Seminar effectiveness, of course, depends upon the presenter.

In your package, mention your offer frequently. Don't bury it. And be sure to tell your prospect what to do, such as "call now" or "mail the postage paid reply card today." Don't assume prospects will know what to do without you telling them.

Remember the "40-40-20" Rule. That is, 40% of your effort should focus on the list you wish to target, 40% of your attention should be devoted to the offer, and only 20% directed to the package. That's the recipe for getting the most leads for you money.

Part III of this series will tell you how to grab and hold prospects' attention to generate more leads than ever before.

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