

How To Master the Art of Direct Mail Lead Generation

By

Allyn Kramer
Kramer Direct

“Why Direct Mail Works”

Part I of IV

In a tough economy Direct Mail still works. Part of the reason is convenience. You can read it at the kitchen table or reclining in your easy chair. No running to find a pencil to write down a phone number. No booting up a computer.

Understand that lead generation is not mail order. Lead generation offers information. Mail Order tries to get a financial commitment. Encouraging prospects to respond for more information is different than getting them to mail in a check.

Insurance and financial service products are sometimes complex and offering educational information is effective. Most customers need and want consultation with a professional before making a decision. Direct Mail works. Here are the reasons why:

1. *Personal* – You can address prospects by name and talk details about their interests (“As a new homeowner you will want to know about...”). General advertising, on the other hand, is directed to mass audiences.
2. *Less Waste* – You can target prospects with the highest potential to buy. (“As you turn 65, you will become eligible for...” or “As a Veteran you are qualified to...”)
3. *Less Competition* – Your mail is not lost among other ads in a newspaper or magazine. And it doesn’t disappear in the fleeting moment of a radio or television commercial.
4. *Measureable Response* – By coding your mailer or reply card, you can track each response. Knowing where and when your leads come from allows you to analyze each campaign for your return on investment.
5. *Statistically Projectable* – Based on analysis of previous promotions, you can accurately project the results of future mailings. But you must keep the mailing elements (list, offer, package, timing) the same.
6. *Immediate* – Direct Mail is designed to get an immediate response. The prospect can phone in or mail back for more information right now. Mass “image” advertising tries to keep the service or product on someone’s mind for a possible future sale.

Stay tuned for Part II to learn details of the three most important elements of direct mail.

Allyn Kramer, founder of Kramer Direct, is a veteran of 25 years in direct marketing. He is an INC 500 award winner, guest lecturer at SMU’s Cox School of Business, and author of two books on lead generation. He can be reached at 888-572-6373 or allyn@kramerdirect.com.