

4 Steps for Direct Mail Success



WHY IT'S IMPORTANT

Direct mail can be an extremely effective way to reach local consumers. However, it's also a popular way to reach them, and at times the mailbox can be a crowded place. If you're looking to connect with local audiences and boost sales, these steps can help you stand out from the crowd.

1

TARGET THE RIGHT CONSUMERS.

- Don't waste effort on recipients who aren't a good fit.
- Go beyond targeting consumers just by zip code.
- Reach a specific demographic (for example, families at a specific income level with children within a certain age range) with a targeted mailing list.
- Understand when and how Every Door Direct Mail® is the right approach for a direct mail campaign.

2

MAKE IT RELEVANT.

- Ensure your mailers will be of interest to the people who will get them.
- Personalize your mailers with individuals' names and addresses.
- Co-brand with partner organizations and tap into local campaigns or trends to help push your message a little further.

3

GET CREATIVE.

- Explore the many new, easy and cost-effective ways to catch customers' attention.
- Growing trends include scratch-offs, customized promotional items and dimensional mailers.
- Create and print custom envelopes or packaging tape, or opt for a mailer in an unusual shape or size to grab attention.

4

MOTIVATE ACTION.

- Make sure your mailer invites a next step.
- Motivate recipients with a strong call-to-action.
- Encourage recipients to bring the mailer in for a specific discount, direct them to a unique URL, or choose another clear-cut action.

STAND OUT FROM COMPETITORS WITH DIRECT MAIL PIECES THAT DEMAND ATTENTION.

Learn more about our marketing resource management system by visiting vyasystems.com or call 1-800-426-7921.