5 FACTORS THAT DETERMINE
DIRECT MAIL SUCCESS

AUDIENCE INSIGHTS

Campaigns guided by data-driven audience insights achieve

5-8x higher ROI

We use the industry's most sophisticated analytics tools to identify, understand, and segment target audiences.

MESSAGE ARCHITECTURE

Using emotional connections can increase direct mail response rates by as much as

210%

Through a proprietary process, we identify core objections and craft compelling answers using both rational and emotional appeals. This provides a messaging foundation for use across all marketing, sales, and corporate communications.

OMNICHANNEL APPROACH

Adopting an omnichannel strategy can increase campaign performance by

20%

We identify the preferred channels of each audience segment and create custom solutions to maximize results.

VARIABLE TESTING

Testing programs can lower cost per acquisition by as much as

100%

Testing improves conversion rates and reduces costs by eliminating ineffective targeting, offers, and executions — before applying them across your market footprint.

BEST PRACTICE CREATIVE

Even a moderate increase in creative spend produces an

18% higher overall ROI

Using best-practice direct response principles, we design engaging creative that drives real results.

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Direct Mail Success

Richard V. Benson

Direct Mail Success:

Internet Direct Mail: The Complete Guide to Successful E-Mail Marketing Campaigns Stevan Roberts,Michelle Feit,Robert W. Bly,2001 Direct marketing via the Internet is the best way to avoid the rising printing and mailing costs of traditional direct mail Plus it s more effective An online campaign will often turn a profit even if the entire mailing produces only 1 percent response or less If you re ready to try e mail marketing or if you re already doing it and want to know more Internet Direct Mail has all the information you need From selecting products and offers to writing copy and incorporating rich media like video clips or audio into an e mail Internet Direct Mail shows you step by step how to create send and track a highly successful e mail campaign This guide also includes the authors carefully compiled invaluable lists of resources for E mail list brokers and service bureaus Credit card companies and corporations offering merchants accounts Books and software on Web marketing Online advertising services Internet Direct Mail offers insight advice and step by step assistance from seasoned direct marketing professionals who have experienced great success with Internet campaigns Their expert guidance will help you make sound decisions about your offer your creative your list your fulfillment your method of measurement and many other issues allowing you to start and run a smooth professional results oriented e mail campaign

The Simple 3-Step Process That Ensures Direct Mail Success Travis Lee,2018-01-16 Any Size Business Can Profit From Direct Mail You Just Need These THREE THINGS Direct mail can provide a great return on your marketing dollar if done correctly But too many businesses go at it haphazardly with no strategy or game plan in place before they start They simply wing it and hope for the best That s a bad business strategy for anything but it can be multiplied and worsened with direct mail In this book Travis Lee co founder and president of 3D Mail reveals the 3 pronged plan of attack that virtually ensures direct mail success While this 3 pronged direct mail system is nothing new it s been around since the late 1800 s it s rarely spoken about except for in the most exclusive direct mail circles If you re considering the use of direct mail this book will save you thousands of dollars and hundreds of hours in mistakes errors and frustration Don t play blind archery Don t do this by yourself Uncover the secrets used by elite direct mail professionals throughout the world that any business owner can use to multiple their sales and income **The Direct Mail Revolution** Robert W. Bly,2019-03-19 BOOST YOUR BUSINESS WITH DIRECT MAIL Think direct mail marketing is a thing of the past Think again In our digital world it s easy to overlook the power of a snail mail marketing piece You can in fact create a direct mail marketing campaign that could earn you an ROI as high as 1 300 percent In The Direct Mail Revolution legendary copywriting pioneer and marketing expert Robert W Bly shares direct mail strategies that will transform your business win you more customers and earn more profits Whether you re new to direct mail or need to revamp a local or hyperlocal marketing strategy this book is your clear comprehensive blueprint to winning new and ongoing sales with direct mail Learn how to Keep your marketing pieces out of the trash with perfectly crafted letters brochures postcards and more Increase response rates with the six characteristics of irresistible

offers Track and test the key ingredients of your direct mail campaign Seamlessly integrate your print and digital marketing efforts for a multidimensional sales funnel Gain leads and sales with the magic words of direct response copy Avoid the most common snail mail mistakes that will get your marketing ignored Plus receive Bly s very own templates samples and checklists that have stood the test of time to ensure your direct mail strategy earns you the success you ve been hoping for

Direct Marketing Success Freeman F. Gosden,1989-12-13 For people who are thinking of starting a mail order business or those involved in or planning to get into the direct marketing industry this nuts and bolts guide explains the how and the why of the concepts and the techniques that make direct marketing work Direct Marketing Success shows why list selection is crucial and then shows how to do it how direct mail can dramatically increase sales force efficiency and how to create winning packages Written the Direct Marketing Association s Man of the Year for 1985 and AdWeek s direct marketing columnist **Mailing List Strategies** Rose Harper,1986-01 Explains how to rent and exchange mailing lists discusses list brokers file evaluation the ethics of privacy and cost analysis and describes techniques for selecting productive mailing lists **Response** Lois K. Geller,2002-11-01 Marketing experts know that Direct Marketing is the single most effective way to sell products and services It is the only form of marketing that is testable trackable and when done the right way always profitable Lois K Geller a leading Direct Marketing expert updates her classic book to include the latest tips and techniques plus expanded coverage of Direct Marketing in the age of the Internet The new Revised Edition of Response offers all marketers in any size company a strategy for creating and sustaining a profitable Direct Marketing program both on and off line Leading the reader through this program of planning budgeting forecasting testing building lists choosing suppliers selling overseas and developing loyal customers Geller explains how to create profitable direct mail packages print ads television and radio commercials inbound and outbound telemarketing programs and more Plus she shows how all of these strategies can be applied to Internet direct marketing including loyalty programs online catalogs fulfillment and customer service and more With scores of up to date examples drawn from companies large and small including Ford Motor Company American Express and 1 800 Flowers plus an updated glossary and resource guide this Revised Edition of Response will be the authoritative source for Direct Marketing strategies and techniques **Seven Simple Steps for Direct Mailing Success** Gareth Baker,2014-11-26 A short easy to use practical guide to home based and small business direct mail designed to help all home based and small business direct marketers and entrepreneurs understand how to produce direct mail Includes a step by step breakdown of all the steps required to prepare and run a direct mail advertising campaign along with information on sales letter copy mail preparation and printing the best types of products to sell and why direct mail is by far one of the easiest and fastest money making marketing methods available **Secrets of Successful Direct Mail** Richard V. Benson,1991 *Successful Direct Mail* Liz Ferdi,1997 Creating a direct mail program focusing on the correct market for a given product selecting and preparing mailing lists testing the market with various advertising packages and offers dealing

with customer response measuring the success of a campaign and much more are all areas covered here to assure positive results from a direct mail program **Direct Mail - the REAL Digital Disruptor** Malcolm Auld,2019-03 A guide on how to use direct mail to grow your business in a digtial world The book includes case studies interviews with international experts tips and advice as well as how to formats to create outstanding direct mail It demonstrates how to integrate mail with other channels for best results **Successful Direct Mail in a Week** Liz Ferdi,1995 Although direct mail can cost a lot less than press or television advertising campaigns the cost per individual reached is far higher This text shows how to select the right prospects and how to improve response with design and writing techniques **Direct Marketing Techniques** Lois K. Geller,1998 This book is packed with hundreds of great ideas and proven direct marketing techniques that the author has used successfully in building a multimillion dollar business *Direct Mail Marketing A Guide for Small Companies* James Fulton, Direct Mail Marketing A Guide for Small Companies is a comprehensive resource designed to help small businesses navigate the often complex world of direct mail advertising The book outlines effective strategies for crafting compelling mail pieces that capture attention from copywriting to design while providing insights into targeting the right audience It covers practical tips on budgeting measuring campaign success and integrating direct mail with digital marketing efforts With a focus on maximizing return on investment this guide equips small company owners and marketers with the tools they need to execute successful direct mail campaigns that drive engagement and sales **Secrets of Successful Direct Mail** Richard V. Benson,1987 *The 10 Secret Keys to Successful Direct Mail Printing* Rainer Fischer,2012-12 A successful direct mail campaign depends on more than just a great list copy and offer To ignore the actual production of your campaign is putting the success of your entire mailing at risk One simple printing mistake can wipe out your profits This book contains a list and description of the top ten guidelines to ensure a problem free mailing based on the experience and knowledge of veteran direct marketer Rainer Fischer This guide serves as a valuable tool for both newbie and experienced marketers as it outlines how to avoid the mistakes that can cost you both time and money *25 Direct Mail Success Secrets That Can Make You Rich* T. J. Rohleder,2008-09 YES you are one sales letter away from making millions of dollars That s a mighty bold statement and yet this book will prove that it really can happen IT S TRUE Many average people are making millions of dollars in direct mail and you can be next T J Rohleder is an average man who has made millions of dollars with direct mail Now he will freely give you his 25 all time greatest direct mail marketing secrets This little book can make a huge fortune for you Read it now and prosper **Direct Marketing In A Week** Patrick Forsyth,2014-06-27 Direct marketing just got easier Picking the right promotional mix is not easy Whatever is done it must be effective and also cost effective and both budgets and time are no doubt limited Business does not arrive unbidden or very little of it does nor does it magically arrive just by crossing your fingers and shouting Promotion so something must be done and time and effort must be expended to make sure it works Even in this electronic age direct mail remains a popular form of promotion It can certainly find and hold customers and do

so cost effectively too But you may have noticed it does not have the best image the words junk mail are frequently used in relation to direct mail offerings However used carefully it can work for seller and buyer alike This book sets out how to utilize direct marketing formaximum benefit for both If you position the use of direct mail effectively within the totality of your promotional mix and make it work well and that means systematically making sure that every element of it works well from a letter and brochure to an envelope and much more it can be an important part of your business generating process In this book in seven succinct chapters we review how to make that so Each of the seven chapters in Direct Marketing In A Week covers a different aspect Sunday The recipients database considerations Monday The core elements of direct mail Tuesday The component mix Wednesday Creatively enhancing persuasiveness Thursday Follow up activity Friday Email approaches as easy as click Saturday Future campaigns **Successful Direct-mail Methods** John K. Crippen,1936 **How to Produce Successful Direct Mail Campaigns** Peter L. Shugart,1964 **Direct Mail in the Digital Age** Lin Grensing-Pophal,2012-10-01 Direct mail allows you to target individual customers and has been in existence for many years With the advent of the Internet and email marketing has direct mail lost its touch How do you ensure the success of your existing direct mail campaigns How do you make sure your direct mail campaigns work in harmony with other marketing such as email Will customers feel that direct mail is more or less targeted and or personalized now that almost everything is digital This book will speak about the pros and cons of direct mail versus other methods available today and explain how to figure out how to best use it to your business s advantage

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