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ZELLMARK TOP 10 TIPS FOR EFFECTIVE DIRECT MAIL



1. Target your audience.

Develop specific messages for individual targets. Show that you know exactly what each segment of your market needs, and you'll connect on a more personal level.

2. Call-to-action.

Tell the reader exactly what to do next. Not only will you increase their level of involvement and gain a lead, but you're creating a mechanism to measure the campaign's effectiveness for future analysis.

3. Time each strategy.

Giving them a reason to respond now, instead of later, will exponentially increase the chances that they will.

4. Focus on Benefits.

What's in it for the reader? Make sure they know exactly why they should use your product or service. Having copy driven by benefits will strongly and clearly educate the reader on why your company is the right choice for them.

5. Measure.

By tracking, quantifying, and qualifying response rates, you gain valuable knowledge for future use. Make sure you're targeting the right market with the right list. Make sure you're using the correct language and giveaways.

6. Write Effective Copy.

Every word should add to the meaning of the copy. Avoid complicated long sentences that make the reader work to understand what you're trying to say. Instead, use short, direct, action-oriented words and phrases to keep your reader interested and involved.

7. Design with Quality.

What qualities do you want your piece to convey visually? Make proactive decisions about the visual look and feel of your direct mail. Think about the ink, paper, and colors you select. Be sure to use quality materials and visuals as they communicate powerful non-verbal messages to your readers.

8. Provoke Curiosity.

Remember that getting your direct mail piece opened has to be your first priority. What messages will you use on the outside of your mailer to pique the recipient's interest? Developing interesting teasers can increase response rates dramatically.

9. Drive Response.

Ensure the reader can respond easily. Creating a response mechanism that requires a lot of work will greatly lower your response rate. Make the response devise easy-to-read and fill out — increasing the chances that they will do just that.

10. Follow-Up.

Direct mail should be thought of an entire communication process that takes place over time, rather than individual pieces of mail that have no connection with one another. Consider not only the direct mail piece you are sending today, but how you will responds to leads. Think through when and how you will contact your reader next.