

Five Steps to Direct Mail Success

By Travis Lee – Direct Mail Expert

I love direct mail. And it's not just because I sell direct mail tools, it's because it's so darn effective. Simply put, it's as close as you can get to one-to-one, belly-to-belly selling, without actually having to be there. When done correctly you can duplicate yourself or your best salesperson over and over again, and it costs you much less than sending that salesperson door to door selling. I've identified five steps to REALLY improving your direct mail results that gives you the maximum chance of success. Enjoy!

Step one: Identify a target market within your own customer list. Extreme discrimination must be given to this task. You must ask yourself constantly, "Who can we leave out?" Everybody else asks who they can include, which is foolish. Good lead generation marketing is as much about disqualifying as it about qualifying. If you've done your job in collecting your list to begin with, this step is much easier than if your lead generation marketing was a cattle call. We're looking for quality, not quantity. We want to include only the highest probable prospects possible.

Within your in-house list, the prospects could include (but not be limited to):

- Lost clients
- Buyers of 'X' but not 'Y'
- Basic purchase vs. advanced purchase (did they buy the "good" item, or the "great" item?)
- Unconverted leads of a certain age, source, etc.
- Customers who buy at certain a time of the year, at certain prices, etc.
- The customer's spouse, friends, or neighbors

Step Two: Develop compelling messages that precisely matches the market selected. You want to have different messages to different segments of your selected market. The narrower you can focus your language, the more apt they will be to respond. Personalization, customizing, and versioning is essential in this step.

Step Three: Do this with as many subsets as possible. If we use our lost clients from our list above in identifying a market, we may want to further segment that list by men and women, what product they purchased, or when their last purchase was made (6 months previous vs. 12 months).

Step Four: Select the most appropriate media to communicate your compelling message to each identified market so that it can't be ignored. You'll want to use multiple

steps, with multiple uses of different media (direct mail, phone, fax, email etc.). However, you can't use a "one-size-fits-all" media.

Here's an example I like to give. If you're selling spring break trips to college students, you're probably best to stay out of the yellow pages. However, if you're selling adjustable beds to people over 70, then the yellow pages may be the exact right place to be.

Think of each media you can choose as a tool. There's no such thing as a bad tool, just the wrong tool. If you want to hammer a nail, then a screwdriver does you no good. The same analogy applies to media.

Step Five: Rinse and repeat. Cull and replace the names and replace with new ones. I love it when you can keep this step evergreen, like lost clients. Everybody loses clients. In one of our businesses, we send six month and 18 month lost clients notices at the beginning of each month. This is evergreen. It can be repeated as long as we have customers coming in the top. Do we want to lose clients? Of course not, but we're going to try our hardest not to lose them!



About the Author

Travis Lee is internationally known as the expert in getting direct mail delivered, opened, and read. As co-founder and president of 3D Mail, he generates huge returns for thousands of businesses each year who use his innovative and effective marketing strategies.

His unique, yet tested, marketing methods have helped add millions of dollars in sales to a wide variety of businesses, from "kitchen-table-run" sole-proprietors to National and Multi-National businesses mailing millions of pieces of mail a year.

Get a Free copy of his book. ***The Simple 3-Step Process That Ensure Direct Mail Success: How Any Small Business Can Make Huge Profits Using Direct Mail*** by visiting book.3dmailresults.com