

Fulfillware's Top 10 Direct Marketing Tips

1. **Standard A metered mail (the mailing class formerly known as Bulk Rate)** often works as well as first class mail, particularly for consumer mailings. Unless delivery deadlines are tight, take advantage of the savings in postage without jeopardizing your results.
2. **Your best target market** is one that mirrors your current client base. An experienced direct mail marketing company can help you identify the demographics and psychographics of your best audience for new business acquisition mailings, and can help you find that ideal prospect through its expertise in data management, list analysis and acquisition.
3. **Include a Call to Action** in your communications. Always tell the prospect what you'd like them to do. Use the imperative voice. Choose a direct mail marketing partner with the talent and expertise to craft your offer through copywriting and graphic design of the mailing piece.
4. **Targeting your list** saves time, resources and most of all, money. Why mail to the wrong folks? Be specific when identifying your ideal prospect and then mail to them often. Make sure your direct mail marketing company can handle all the data processing; it should be able to eliminate duplicates between your in-house list and purchased lists, saving you money and possible embarrassment.
5. **Mail, Mail, Mail works.** How are people going to find you if they don't know you're there? That first mailing may not get their attention, but by the third round, you will start seeing some awareness sink in. Then go back in three to six months and do it again. Remember, do what works!
6. **Analyze this and that.** How will you know which mailing/list/offer combination works best? By tracking your results. If a particular offer is working in a specific market, do it again! Then take that offer out to new areas. Always track your mailings, lists and results, so you know what's working.
7. **What's the word?** Don't forget the buzzwords that sell – FREE, WIN, SAVE, \$\$\$, and the rest. Between these attention-getters and your action verbs, who can resist calling you? Select a direct mail marketing company with the expertise to help you analyze your copy, and to offer and suggest words that sell.
8. **PS.** Most people read the postscript before they read the letter. Don't forget to use it! It's a very powerful tool.
9. **Sticky Situations** – It's hard to overlook a sticky note on a letter! Your direct mail marketing partner should have equipment that applies sticky notes to your letter, flier, envelope or even a postcard, and that personalizes it to the addressee.
10. **What's your prospect's favorite word?** Their own name! Use it in your offer, personalize the mail, teaser copy, sticky note and you've got the reader's attention! Your direct mail marketing company's equipment should be able to include this feature seamlessly with your mailing.

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