

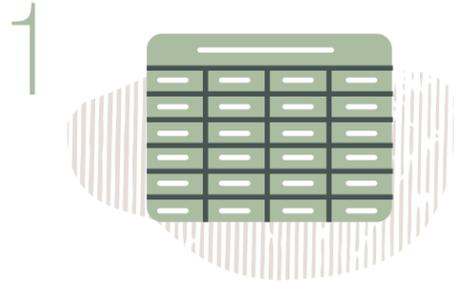
Opening doors — the direct approach

toolbox creative

ToolboxCreative.com/direct-mail

In the age of geofencing, remarketing and push notifications, it's easy to think all the best marketing touchpoints are digital. But as humans crave tactile interaction in an increasingly digital world, direct mail has become an even more effective way to open doors and grab your prospects' attention. Below are 9 creative ways direct mail can rise above the junk pile and help you start conversations and drive sales.

THE SCIENCE



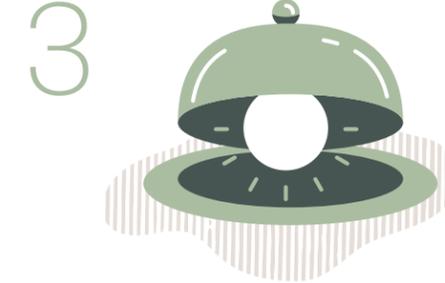
1 Make the A-list

A quality mailing list is the single most important part of a successful direct mail campaign. A list you develop and maintain in-house will outperform a rented list, but if you haven't built a deep list of your own, consider renting one from a trade publication or reputable list house.



2 Call for action

Direct mail success is measured by response rate, so determine how you want recipients to respond: visit a landing page, sign up for your newsletter, make a purchase or sign up for a freebie. Craft a clear call to action that will elicit a response.



3 Make them an offer they can't refuse

You have to be willing to give something if you want to get something. Determine the appropriate incentive to get folks to take the desired action: a giveaway, a discount, an upgrade or exclusive content. Make your offer specific, compelling and for a limited time.

THE STRATEGY



4 Shout it out loud

In graphic design, white space and subtlety can be used to great effect. In direct mail, there is no room for any of that business. Direct mail is heavy metal. Your message needs to be big, bold and brash to cut through the clutter. So crank it up to 11.



5 Thrice is nice

Direct mail is not a one-and-done effort—not if you want to make an impact. Plan a campaign that lands at least three mailers on the desk of prospective customers. As a general rule, send mailers 2–3 weeks apart. Factor holidays and busy industry periods into your mailing schedule.



6 Back it up

No marketing effort is an island. Support your direct mail campaign with a custom landing page, email outreach, social media and/or sales call.

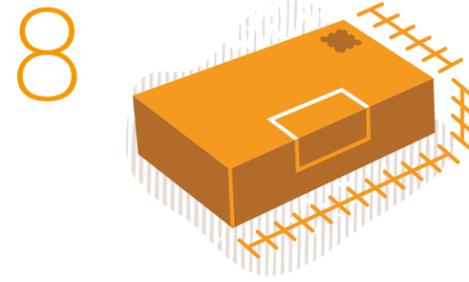
THE TACTICS



7 Make it personal

Variable data can do so much more than personalize a letter. When integrated with messaging and design, personalization can make a more meaningful connection and boost response rates by 135%*.

*compu-mail.com



8 Add dimension

When was the last time you tossed out a FedEx package without opening it? Dimensional mailers (lumpy mail) deliver your message right to the desks of prospective customers



9 In the clear

Sending your postcard or folded mailer in a clear envelope is an affordable way to stand out, protect your mailer and maximize the real estate for your message.