

DIY Marketing – Printed Marketing

How Do You Do Direct Mail?

There is a difference between junk mail and direct mail. The first is something you receive from someone you've never heard of who is selling you something you don't want, don't need or can't afford. Direct mail is what you receive from someone who has taken the time to find out what you want, need and can afford. Here are some questions to answer, to help you create effective direct mail to promote your business.

1. **What are your objectives? Set specific, quantifiable objectives before you start so you can accurately measure your campaign results.**

Example: I want to raise awareness of my business in the local area and win five new clients within six months.

2. **Who is your audience? Who are you writing to and why they should be interested in your offer?**

Example: I work with small businesses that provide services in the south of England. They don't have their own marketing department, but know they need some help.

3. **What is your offer?**

Example: The benefit of using my service is that it gets results and gives my clients the time they need to spend doing their jobs.

4. **Do you know exactly who you are writing to? Make it personal and you'll get a better response.**

Example: I don't know the correct names of the people I want to write to, so I will call the companies first to find out.



5. How can they respond?

Example: I will ask them to telephone or e-mail me for more information. I will also encourage them to visit my website to receive a free report.

6. How will you grab your reader's attention? First impressions count!

Example: I will write a headline that asks an open ended question. I will keep the letter to one side of A4, to make sure it's concise.

7. How will you test your list? Once you have gathered or purchased your list, you need to test it.

Example: I will send the letter only to people I have already met. I will see what level of response I get and will ask them for their feedback, before contacting people I don't know.

8. What will you do next? It can take up to six contacts with someone before they buy from you, so think about what else you can do.

Example: After I've sent the letter, I will phone the prospects to see if they are interested. I will send a postcard one month later and invite them to subscribe to my newsletter. One month later I will call them to invite them to a seminar I'm hosting.

If you plan what you're going to say, how to say it and who to send it to, you will have more success with using direct mail to promote your business.

For more advice on using printed marketing to promote your business, contact Appletree by calling 01635 578 500 or e-mailing Chantal@Appletreeuk.com

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