

SVP'S ULTIMATE GUIDE TO DIRECT MAIL



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SVP'S GUIDE TO DIRECT MAIL

Direct mail presents a tangible way for you to connect with your customers and set yourself apart from the crowded online market. In fact, The Direct Marketing Association has found that direct mails response rate is 4.4%, compared to just 0.12% for email.

However, many marketers and small business owners find it difficult to execute a successful campaign and find it hard to measure their return on investment. Therefore, they are unable to identify the results that they have achieved.

To make things simple and straightforward for you, we're going to guide you through every step of the process. From planning and design to measurement of results – we'll cover it all.

What is Direct Mail?

Direct mail is a form of traditional marketing that involves sending a physical postcard, letter, brochure, flyer or other advertising materials directly to your customers or prospects through the post.



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Who should use Direct Mail?

Direct mail marketing is suitable for a wide range of businesses and organizations. Although more commonly used in Business to Consumer marketing (B2C), it is also popular with other Business to Business (B2B) industries. In short, any business that sells a product or service is the perfect candidate to trial direct mail marketing.



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THE BENEFITS OF DIRECT MAIL

1. Direct mail has a better response rate than email

Consumers are subject to receiving 121 emails per day, making it incredibly difficult to get noticed using email marketing.

Whereas, the average household only receives 16 pieces of direct mail a week, meaning that it's much easier for you to get noticed and leave an impression on your audience.

2. Direct mail is highly trackable

Whilst measuring the success of your direct mail campaigns may seem like a difficult task, there are a variety of techniques that can help you measure the performance of your campaigns. These include creating campaign-specific landing pages, using campaign-specific offers and creating custom URLs. This topic will be covered in depth later on in this guide.

3. Direct mail is cost-effective

Direct mail offers a fantastic return on investment. With direct mail costing anything from between £0.30 to £5 per item, it's a great affordable form of marketing.

The cost of the campaign is dependent on your design, distribution method, and how you have obtained your mailing list.

THE BENEFITS OF DIRECT MAIL

4. Direct mail compliments your digital marketing

Direct mail and digital marketing work exceedingly well together.

Sending out postcards with QR codes that link to your website, online company brochure or a free resource is a great way to take your clients and prospects online. Or, you could craft a digital campaign and follow it up by sending out a piece of direct mail. The possibilities are endless!

5. Direct mail is tangible format

Many people want to physically receive marketing messages from a business. In fact, over 59% of people survey agreed with the statement 'I enjoy getting postal mail from companies about new products' (Epsilon).

Printed direct mail is also often kept for months after it has been received. Every time your prospects see your direct mail or company brochure on their desks, they are reminded of your brand.



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TYPES OF DIRECT MAIL MARKETING

Direct Mail Postcards

Direct mail postcards are the perfect low-cost accompaniment to your direct mail campaigns. They offer a cost-effective tried and tested approach to creating valuable relationships with your clients and prospects.

As soon as your postcards are sent to your target audience, they are greeted with your headline and your message is received immediately.

Postcards can be cut-to-shape and finished with a wide variety of bespoke finishing options.

Great for: sending marketing messages, seasonal offers or for following up your digital campaigns.



TYPES OF DIRECT MAIL MARKETING

Direct Mail Letters

In the digital age, traditional forms of direct mail have not been left behind. Direct mail letters are fantastic for mailings that require confidentiality (e.g. a form) or for accompanying your company brochure or catalogue.

Direct mail letters can be branded using company letterheads. They're a great way to ensure your business communications appear professional.

Great for: mailing forms, confidential mail, accompanying company brochures.



TYPES OF DIRECT MAIL MARKETING

Brochures, Booklets and Catalogues

Brochures and Booklets are multi-page documents with a bound edge. Regularly used by companies with a large product offering, they're great for mailing to prospects who may not be aware of your products/services.

Brochures can be printed in a wide variety of different sizes and can be perfect-bound, stitched, case bound or wire-o bound.

Great for: showcasing a lot of products, informational packs.

Self-Mailers

Self-mailers are self-contained marketing materials that do not require an envelope. They are sealed with an adhesive tab and simple to post to your clients and prospects.

Self-mailers are popular for communicating with prospective clients as they can include more company details and information than direct mail postcards.

Great for: explaining your products and services in-depth, offering lots of coupons.

TIPS FOR PLANNING YOUR CAMPAIGN

1. Identify your Target Audience

As with any marketing campaign, identifying a clear target audience can help ensure you achieve a maximum return on investment.

Creating buyer personas and listing your ideal client's pain points, interests (for a B2C audience) and industry (for a B2B audience) is a great way to align your messaging and ensure you are targeting the right people.

2. Develop a Strong Mailing List

Your mailing list is responsible for about 40% of the success of your direct mail campaign, making it vital that you get it right.

When deciding whom to send your mailing to, ensure you keep your target audience at the forefront of your mind. Ensuring you only send your campaign to relevant individuals will help maximise your return on investment.



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TIPS FOR PLANNING YOUR CAMPAIGN

3. Define the purpose and goal of your campaign

Arguably the most important element of any campaign is considering your end goal. Ask yourself why are you running your direct mail campaign? What results would you like to achieve for your business?

Your campaign goal could be any of the following:

- Increasing your brand awareness.
- Connecting with your customers.
- Increasing sales of a particular product/service.

Deciding on a campaign goal may seem difficult, but once you're aware of the results that you want to achieve, staging a direct mail campaign will be simple.



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TOP DESIGN TIPS FOR DIRECT MAIL

1. Use personalised text and images.

Using personalised text and images is one of the most powerful ways to maximise your return on investment. Variable data printing makes it simple to personalise the content of each direct mail piece. The recipients will feel appreciated as the content is tailored to their needs, allowing you to leave a lasting impression.

2. Use your available space effectively.

The most effective direct mail is kept simple. Don't overload your postcards with unnecessary text or too many photos. Leaving plenty of white space will allow your prospects to focus on your most important information.

3. Ensure your direct mail is legible.

When designing your direct mail, pay particular attention to the font. Any text you choose to include should be clear and readable. Sans serif fonts are legible and easy to read, making them the perfect choice for your direct mail postcards or letters.



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TOP DESIGN TIPS FOR DIRECT MAIL

4. Incorporate your company branding.

Ensuring your branding is consistently represented across all of your direct mail is vital for creating a standout campaign. This involves ensuring you use the same colour palette, fonts, logo, and style of design. Using signature colours has been proven to increase brand recognition by up to 80%, meaning it's a great way to distinguish your brand from your competitors.

5. Consider your use of paper.

When crafting your direct mail campaign, choosing the right paper stock is an important decision. If you're selling a high-end product or service, a quality paper stock is a great choice. Whereas, in other cases, a lighter weight would be suitable. To ensure that your direct mail campaigns are fit for purpose, Soar Valley Press can advise you of the right paper stock for your campaign.

Having a professional Graphic Designer design your direct mail is essential for ensuring your branding is consistent and, your materials are polished. However, if you're working on a smaller budget, free Graphic Design tools such as Canva and Adobe Spark may help you achieve your desired results.

TOP COPYWRITING TIPS FOR DIRECT MAIL

1. Start with a striking headline.

Your headline is the first thing your prospects will see when they receive your mail. Making it vital that it grabs their attention and encourages them to want to read more.

Potential ideas for a striking headline include:

- Highlighting the biggest benefit, you can bring to your clients.
- Using the words 'how' or 'how to' to show that your content will be useful.
- Drawing attention to your latest offer.
- Asking a simple question that you know your readers will want the answer to.

2. Choose the right words.

When you look at the best examples of direct mail, one thing stands out. Word choice is essential for keeping your prospects engaged and with limited space on your mailings, every word counts.

To ensure you choose the right words, consistently refer to your buyer personas. Use words that will appeal to their emotions and pick power words such as '**now**', '**immediately**' and '**exclusive**' that will get them to take action.

TOP COPYWRITING TIPS FOR DIRECT MAIL

3. Use psychology in your copywriting.

Your prospect's brains are wired to react in an anticipated way to certain triggers. Using this to your advantage, when writing marketing copy, can help you to drive sales and convert more leads through your direct mail campaign.

Some of these triggers include:

- **Fear of missing out** – using time-sensitive offers, with clear expiry dates, creates a sense of urgency and encourages your prospects to purchase due to fear that they'll lose out.
- **Social proof** – your prospects are much more likely to listen to customers' praising your business. This is because your customers hold an unbiased view of your products/services. Including testimonials in your direct mail is a great way to bring strength to your business from a customer perspective.
- **Personalisation** – Using your customer's name and company name in your marketing copy is a great way to grab their attention. Ensuring you consistently refer to their problems and keep the information relevant to them can also help ensure you keep them engaged.

TOP COPYWRITING TIPS FOR DIRECT MAIL

4. Use a Call-To-Action (CTA)

You must ensure your prospects are aware of what they need to do next. This can be achieved through the use of a call to action. Make sure you're as clear and direct as possible, using phrases such as 'visit us at..' 'contact us on...'.

Top Tip:

Different colours elicit different emotions in your audience. Putting your CTA in a contrasting colour can direct your prospect's gaze and make them more likely to take action.



HOW TO MEASURE YOUR SUCCESS

1. Via your Website

One of the simplest ways to track the success of your direct mail campaign is by creating campaign-specific landing pages. Including the URL in your direct mail campaigns will send people to your page. You can then track the number of people that visit your custom landing page, using your website analytics.

2. Via Exclusive Offers

Adding a timely offer is a great way to encourage an immediate response. By including a unique discount code, you can effectively measure the number of people who ordered one of your products as a result of your direct mail campaign.

3. Via your Enquiries

Although this may be less accurate, you could also record the number of enquires you received after you launched your campaign. Take note of the emails, phone calls or orders you've received in the weeks following your campaign execution. When contacting a new lead ask them where they found out about you from. This will make it simple and straightforward for you to measure your return on investment and see how successful your campaign has been at achieving your long-term goals.

HOW SOAR VALLEY PRESS CAN HELP YOU

At Soar Valley Press, we make the process simple. We can design your direct mail postcards, print them and deliver them to your target audience. Send us your artwork today for a quick turnaround, or talk to us about what you want to achieve and we'll design it for you.

Don't hesitate to get in contact with us on **0116 259 9955** or email our team at orders@soarvalleypress.co.uk

Looking for more useful information and resources? Visit our website soarvalleypress.co.uk

OUR GUARANTEE

We are totally committed to ensuring you are completely happy with the products and services that we supply. We will strive to ensure you have a positive experience and work hard to resolve any issues you may have. We offer a full refund or reprint if we are not able to deliver what we promise in our proposal.



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