

Here are five proven tips for getting people to read more of your direct mail copy:

1. State your major benefit in the opening sentence, then restate it two or three more times in various hot spots. You never know which part of a letter, brochure or postcard will be read first.
2. Repeat your major benefit several times - in text copy, photo captions, charts and graphs, bullets, testimonials, headlines, subhead, call-outs, and more.
3. Use sidebar testimonial copy and put it in quotation marks to make it stand out. We all love to read what “real people” have to say. We find it reassuring that an objective third party feels as strongly about a product or services as the company selling it.
4. Put the benefit at the beginning of a headline, sentence or paragraph. Since we read from left to right, the benefit should be highlighted at the beginning instead of buried at the end.
5. Start headlines with Active verbs that are engaging and lure your reader into the copy that follows.
6. Have the main attention getter (banner) on top of address side of card. This is the first side that the recipient will see.

From Target Marketing



At Realty Resource, we use these 5 proven tips plus our own to create a marketing piece that will get you noticed!

We are your marketing resource with the experience, flexibility and expertise to make your direct mail campaign a success!

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