

Direct Mail Marketing Tips

What works and what doesn't in advertising through direct mail? A typical consumer will give 2 to 4 seconds to review the marketing piece. With this in mind, ask yourself the following questions to determine if your mailing piece will keep the consumer's attention longer:

- ⇒ Does it quickly grab someone's interest?
- ⇒ Is the message really clear?
- ⇒ Is it really clear to the right audience?
- ⇒ Does it involve and hold the reader?
- ⇒ Does the design complement your verbiage?
- ⇒ Does it tell the reader what to do?
- ⇒ Do all the components reinforce each other and read like they are from the same person(s)?
- ⇒ Does it avoid being too cute or too silly?
- ⇒ Does it avoid being deliberately misleading?

Direct Marketing Tips from the Pros

Hurray for the postcard! Marketers send postcards touting everything from real estate to pizza to office equipment. It's also the format of choice for generating business during seasonal drops in traffic.

Here's why:

- ⇒ It's an immediate read. There's no envelope to open; it's like a mini billboard in the mail.
- ⇒ It's a fast read. You can read a typical postcard in less than a minute.
- ⇒ It's faster and more affordable to produce than other formats, so you can be in the mail quickly and within most budgets.

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Realty Resource agrees with the Pros! With almost 20 years of experience, we have proven results on all direct mail media. Part of our service is to consult with you about using the right media to create ACTION!