

## USING DIRECT MAIL FOR A NEW ERA:

# 5 KEY TIPS

With all the focus on virtual meetings and tours these days, direct mail as a viable lead generation vehicle often gets overlooked. With the predominance of email marketing, direct mail is now the way to stand out and garner more attention. We're seeing response rates of 2.3% or higher (1%-3% is considered successful) for direct mail, and this includes invitations to virtual events! But it is more than just sending a piece of mail. You need a strong program that uses the latest tools to get those results.

Here are 5 tips to optimize the results of your next direct mail campaign:

**1 HYPER-TARGET.** Dollars can be saved, and response rates increased through hyper-targeting. The good news is that we now have the ability to dig much deeper into the demographic pool which enables you to target:

- Ailment data
- Various financial data
- Veteran and spouse of
- Familial connections

**2 RE-TARGET.** Be sure to include on your list those who have already visited your website or responded to one of your digital ads. IP matching, a technique that extracts key data from IP addresses, can do this for you, but it needs to be sophisticated enough to filter out job seekers or others who may not be viable leads. It is now possible to identify the exact household addresses as well as run demographic filters to further fine tune your list.

**3 USE CRISP, CONTEXTUAL MESSAGING THAT REFLECTS CURRENT TRENDS AND CONDITIONS.** A good example of this is what's happening with COVID today. You will need sensitive, yet persuasive messaging that acknowledges the fears and challenges the pandemic has brought.

**4 CREATE A TARGETED CALL TO ACTION (CTA).** Using general "give us a call" or "visit our website" CTAs will not get the results that a CTA like "Register at xxx.com for our webinar on xxx" will. Just as you need to be focused in your messaging, your CTA needs to reflect that as well.

**5 UTILIZE CONSUMER-BASED DATA.** Depending on your demographic and your campaign there are certain days of the week/month that will yield the best return. To name a few:

- Thursday is the best day to host a webinar.
- 2:00 pm for seniors and 6:30 pm for adult children.

This changes regularly, so you need to keep on top of it.

Finally, don't neglect the appearance of the mailer itself. Make sure that your images are crisp and that your direct mail piece speaks to the audience it is intended for. Using evidence-based data from A/B testing is crucial. Too often we apply what we would want to see. Don't make this mistake. Implement what is continuously proven to have stronger results.

By consistently making use of these 5 key elements, you can reduce your cost of your direct mail campaign and increase your response rate. Furthermore, you will have built a smart, effective engine to get you higher quality leads and a solid return on your investment in the days ahead.

For more information on how to use direct mail strategically, contact us. We'll be happy to walk you through the process and answer your questions.