



GNAT ADVICE

GETTING THE MOST OUT OF DIRECT MAIL

Using direct mail to market your products and services can be rewarding if you do it right. Here are a few tips to get you moving in the right direction.

The first and most important thing you need to know about direct mail is the significance of using the proper mailing list. Using any old list, or random names from the phone book, will yield poor results. Choose your list carefully. We can obtain lists, but the first place to start is with your own list of existing customers. This will be the most effective list you have. Other lists can be compiled by all sorts of data, including income, neighborhood, industry, etc.

If you are doing a large mailing of 5,000 or more, it is always a good idea to test your mailings before you send them. You can test variations in pricing, offers, designs, etc. by first mailing out 100-200 of each variation to track which one gets the most results. This will take extra time and cost a bit more, but it can lead to a more effective final mailing.

Next, consider the package you're sending. Will your information be a self-mailing piece, or will you be sending an envelope with your information enclosed?

Whatever product you're selling, it is important to spur your readers to take immediate action. Make it quick and easy to respond by using a 1-800 number, fax back order form, or postage paid reply card. Limited time only deals or discounts for early action can spur response. Another effective device is a short, simple cover letter explaining your offer, as opposed to just sending a brochure by itself. Keep your letter short. People will not spend time reading lengthy letters.

Check out our website, www.screaming-gnat.com for a bulk mail cost estimator. If you would like help designing a professional, effective direct mail piece – call us at Screaming Gnat Studios. We would be pleased to offer you more advice, as well as give you a quote on designing and printing your direct mail material.

Screaming Gnat Studios is dedicated to helping small businesses **BE SMALL, GET NOTICED** with professional promotional materials. We are part of a family of companies owned by our parent company, Specialized Printing & Graphics, Inc.

