

# Direct Mail:

## How to Make Them Stop and Take Notice

Over years of testing and refinement, the rules of direct marketing copy and design have emerged.

Break these rules at your peril.

- RULE 1.** *Copy trumps art.* Direct marketing is more about selling and less about creating an impression or being memorable. So, great direct marketing communications focus on persuasive copy. The role of the illustrations and design is to deliver the message clearly.
- RULE 2.** *Use a friendly, me-to-you tone.* Avoid formality. Avoid jargon. Write the way you speak. This is not mass advertising. This is one person talking to another. What is the most powerful word in direct marketing copy? "You."
- RULE 3.** *Keep it clear and simple.* Focus on only one thing. Sell the offer, not the product. Don't introduce choice into your offer. Don't try to sell two ideas at once. You confuse, you lose.
- RULE 4.** *Be credible.* People won't respond to someone they don't trust. So your offer must be believable. And your messaging must be warm and personable. Eliminate risk by adding testimonials and guarantees.
- RULE 5.** *Stress the benefits versus the features.* Explain why the customer should care. "What's in it for me?" Don't talk so much about the product per se. Talk about what it can do for the customer.

## Add Personalization, Add Relevancy

Digital printing and variable data technologies have revolutionized direct mail in recent years. They allow marketers to create direct mail campaigns that communicate on a one-to-one basis with every single prospect or customer. These techniques promise to become even more effective as marketers become more adept at collecting pertinent information on customers and prospects. Based on what you know about your customers or prospects, the ability to customize and personalize your message becomes almost limitless. Here are just a few of the direct mail components that can be customized for each customer through variable printing:

**NAME.** Connect with customers by using their name or company name in communications.

**OFFER.** Change the offer based on past purchases or other information you know about the recipient.

**PERSONALIZED QR CODES & URLS.** Use personalized response mechanisms for intrigue and continuity.



**VISUALS.** Vary images based on the prospect's age, gender or interests.

**ALLEGRA MARKETING PRINT MAIL**

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