



best practices whitepaper: top 10 tips for direct mail marketing



Direct mail marketing can be an extremely powerful marketing channel. Many marketers use direct mail as part of their overall marketing strategy because it provides a straightforward and targeted approach to engaging with and urging potential customers to act. It also is proven to be effective. Direct mail response rates are four times greater than email, reports the Direct Marketing Association. And 70 percent of American consumers prefer to receive advertisements and promotions by mail, according to the Cable & Telecommunications Association. Is your company maximizing its direct mail marketing campaigns? Here are 10 best practices to ensure you're getting the most out of your campaigns.



- 1 TARGET YOUR AUDIENCE**
Deliver the right message to the right audience at the right time. Use demographic and geographic information to create targeted lists of customers for whom your message is relevant.
- 2 KEEP YOUR CUSTOMER DATA CLEAN**
Avoid misspelled names and incorrect addresses. Each year, 43 million Americans move, according to the U.S. Census. Keep your address lists current by tapping the USPS National Change of Address database, which houses more than 16 million permanent change-of-address records, at least twice a year. In addition, work with a mailing house – one with an in-house postal employee – that can process data files and prepare mail to enter the postal system.
- 3 MAKE YOUR COPY READABLE**
Deliver your message in a reader-friendly format. Use bullet points or callouts and make your copy engaging.
- 4 ADHERE TO USPS STANDARDS**
Direct mail must be sized appropriately to meet standard mail regulations and keep costs low.
- 5 PERSONALIZE YOUR MESSAGE**
Feel free to personalize your message. But the more you personalize, the more vigilant your data-matching methods must be.
- 6 OPTIMIZE YOUR CALL TO ACTION**
Direct mail should urge your audience to act. Your call to action should be clear, simple, and make it easy to respond.
- 7 SELECT THE OPTIMAL FORMAT**
Which format is best suited to your message? Sales letters and self-mailers can be an affordable way to build brand awareness and postcards deliver single messages well. CD mailers are a useful way to share a large amount of information.
- 8 CREATE A COMPELLING DESIGN**
Your audience needs to pay attention long enough to see your offer's value. Be creative, think beyond traditional design, and use all aspects of your mailing – format, print substrate, print techniques, and colors – to stand out from the competition.
- 9 DON'T BE LATE**
Make sure you send your campaign in time for recipients to act by the deadline date.
- 10 TRACK YOUR SUCCESS**
Include unique identifiers in your call to action that help you track responses.

maximize your mail

Some marketers underestimate the power of direct mail in the digital age. Yet, as response rates show, most Americans prefer direct-mail advertising over other channels. Given direct mail's influence, it pays to get the details right. Marketers who master the details and are willing to try new approaches have the best odds of conveying their value to audiences.

about innerworkings, inc.

InnerWorkings, Inc. (NASDAQ: INWK) is the leading global marketing execution firm serving Fortune 500 brands across a wide range of industries. As a comprehensive outsourced enterprise solution, the company leverages proprietary technology, an extensive supplier network, and deep domain expertise to streamline the production of branded materials and retail experiences across geographies and formats. InnerWorkings is based in Chicago, Ill., employs approximately 1,500 individuals, and maintains 67 global offices in 30 countries. Among the many industries InnerWorkings serves are: retail, financial services, hospitality, consumer packaged goods, not-for-profits, healthcare, food & beverage, broadcasting & cable, and transportation. For more information visit: www.inwk.com.