



MAILING AND EMAILING

Delivering your message effectively

There was a time that direct mail/email would produce a high rate of positive responders. Yet, in recent years, the rate of return for direct mail has dwindled to less than 1%. Mailers are often seen simply as junk mail that never gets to the desk of a decision maker and email has been reduced to SPAM. What used to be a cost effective way to broadcast your company's message to a large audience has turned into a poor investment of your marketing dollars. Is there any hope? We think there is.

Since you've come to this page, you may be struggling with:

- I've sent the mailer but nothing seems to happen - is anyone out there?
- Getting responses I want from mail/email - how do I improve results?
- Turning responses into leads - why doesn't anyone want to buy?

We can respond to these questions with some ideas that can help for your next direct mail campaign.

The myths of direct mail

KMA has sent millions of mailers for high tech companies over the past 15 years. From messaging, to design, to look and feel, with different levels of quality, and all sizes - we've gained insight into what works and what doesn't.

Take the hocus pocus out of your mailer and focus on the end result - discovering sales leads and increasing your business. With this in mind, here's a common sense approach to what works.

Myth

Once I get the mail out, the responses will roll in

Just because you send a message, doesn't mean it will be received. Busy executives normally don't have timeslots in their daily schedule to look at their mail. Getting past the gatekeeper to the decision maker is important.

Reality

Don't just mail - follow up with another touch

The goal of your mailer should be to condition your audience to another contact from your company. By following up in a timely manner, you can boost the results of your mailing significantly.

KMA Case Study - something that works

Don't just mail - follow up with another touch

A KMA client mailed an expensive clock to several thousand prospects, but was surprised when no one responded. KMA called each recipient and **produced a large quantity of leads.**

Myth

Bulk is better

True, you get a better deal per piece when you print and send to 10,000 rather than 1,000. Why not send the greater amount? Because the cost of postage alone can bust your budget even if you get a 50% discount on the printing.

Myth

Offer Free Trinkets

If you offer a free pen/shirt/mug/ (insert any fun trinket here) you will get responders. We call this bribery. These responders are people who want free stuff: not your decision makers. Executives with business needs have enough money to buy your trinkets, what they need is answers to business problems. These are the responders you want.

Myth

Only the prettiest mailers

Mailers developed by a professional designer with full color pictures printed on heavy card stock with glossy finishes are beautiful (and expensive!). Some think that when a 4-color glossy mailer is received, a busy executive will be more likely to pick it up and look at it. The most expensive brochures hit the trash can just as quickly as the cheap mailers. In fact, spending a lot of money on your mailer can do harm. A business executive looking for an affordable solution may assume that your prices will be exorbitant just to pay for your mailer and collateral.

Reality

Target your list - it is all about the data

Do you really have an audience of 10,000 that need to hear your company's message? Probably not. Consider enhancing your data and sending only to the best contacts in your list.

Reality

Tailor your message - what will the recipient get from the mailer

A free offer is not bad! Yet the offer should provide business value to the recipient of the mailer. Rather than a mug, how about offering a free consultation. Instead of the pen, how about an analyst's white paper. Providing value goes a long way to credibility and positive response.

Reality

Consider your audience - who is going to get the mailer

Rather than focusing on just the outright quality of your mailer, consider who is going to get it. What will catch their eye? What are their priorities? What will they remember?

KMA Case Study - something that works

KMA saved a client 50% by working with the target list and reducing the number of mailers sent to only the best contacts..

KMA Case Study - something that works

KMA has partner that sends a plain business letter produced on a black and white printer. Yet the letter has a relevant case study and fax back area so the recipient receives relevant information and can respond quickly. The result - **response rate 4 times** what we normally see.

