



The Generations of Direct Mail

Direct mail allows you to generate—generate sales, generate awareness, generate leads, generate foot traffic and generate web traffic—in short, to generate business.

Generate Sales

Direct mail can be a direct selling method. For example, customers buy directly from catalogs or they sign up for a credit card. Typically, you will get a low response rate from a direct selling effort, however you may get a high conversion rate, that is to say, virtually every response is a sale. When you mail a direct seller, you are not going to get a response from that person unless they buy something.

Generate Awareness

Think of awareness in advertising terms. You can raise awareness of your product or service through direct mail. Awareness is the notion that when someone thinks of a certain product or service, your company will be the first that comes to mind. Direct mail also works well for simple announcements, like new products, services, upcoming sales, new employees, or other information that you wish to convey.

Generate Leads

Statistics reveal the average sales call can cost a company up to \$300. If you can generate even a few good leads from your mail campaign, you have reduced the cost by pre-selling and pre-qualifying your prospects. Generating sales leads is one of the most effective uses of direct mail. Pre-qualifying prospects maximizes the sales effort assuring that valuable money, time and energy are being focused on the best prospects.

Generate Foot Traffic

Retailers, especially big-ticket retailers, say they convert every fourth person who walks through their doors. If you don't have enough foot traffic through your store, direct mail can help you increase it through various tools, including coupons, special offers and other promotions. Once in your store, it's up to your inside sales team to complete the sale and keep your conversion rate high.

Generate Web Traffic

Your website can be an extremely powerful tool to create sales. Direct mail allows a clever approach to steer people to your website. For example, you can send a letter telling customers and prospects to check out your website for special offers, discounts, coupons or other information about your company. Include a brainteaser or trivia questions in your letter and tell audience members they can discover the answer by visiting your website. Direct mail is the primary choice of companies for promoting their websites and generating web traffic.

Generate Customer Loyalty

New customers are valuable. Existing customers are priceless. Direct mail allows you to stay in touch and update customers about products, services, promotions and general information. Create customer loyalty by establishing a preferred customer promotion, one which is unavailable to the general public.

Who better can explain the benefits of your product or service than your customer? Use direct mail to send loyal customers a follow-up survey. Let your customer know that you care about his or her experience. Allow the customer to be interactive and share opinions. Make them part of the process and they will feel important and appreciated.

Businesses are concerned constantly about prospective or future customers, and they spend a great deal of money on the pursuit of customers "to be". But every industry experiences customers that were, and all companies lose customers for various reasons (this is generally referred to as "account churn"). Marketing to those customers "that were" is as valuable as marketing to customers to be. Past customers purchased your product or service once for a reason, and this audience has more potential to buy again than someone who has never purchased from you.