



# 4 top direct-mail tips

By Dee Blick

The Chartered Institute of Marketing has hailed direct mail the comeback kid. Ignore it at your peril!

Here are 4 tips to help you.

## 1. Establish objectives for mailing

If your aim is to continue selling your products or services in a mature market and you have a healthy client base, direct mail is ideal for selling more to existing customers. Information rich communications with genuine offers underpinned by great value will do the trick. But you have to know why you're mailing; what you hope to achieve because this will feed in to your messages and your communications.

## 2. Be clear on how you'll position your brand

You must project the personality of your brand and your values within your mailshot and stand out for the right reasons. Don't fire off a generic bland message that has no connection with your look, feel and visual identity. Customers and prospects need consistency across all channels if they are to know, like and trust you.

## 3. Consider how you'll demonstrate that you deliver value

Companies that are perceived by customers as giving value for money tend to be much more profitable than those that don't. Don't overcomplicate. If you have built your brand on placing the customer at the centre of your universe it's worth documenting on a step-by-step basis precisely how you have done this and then deciding which of these elements will make it into your mailshot.

## 4. Make a list of what to do to get started before you push the button

For example:

- Do you need to buy or rent a list of cold prospects for one time or multiple use?
- Do you need to have your customer or prospect CRM database cleaned or profiled externally?
- Have you researched your target audience sufficiently to understand the needs that will propel them to respond to your mailshot?
- Do you have the resources in-house to manage your direct mail campaign from concept to mail out or will you need to use the enclosing and despatch services of a fulfilment house?
- Are your team members poised for action? For example have your account handlers or sales people diarised in the time to pick up the phone and follow-up after the mailshots have landed

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## About Dee Blick

Dee is a genuine Number 1 bestselling small business marketing author, regarded as one of the most respected and influential marketers in the UK. With 30 years' marketing experience gained working with small businesses, she's the author of 3 books including: *The 15 Essential Marketing Masterclasses For Your Small Business* which is endorsed by The Chartered Institute of Marketing. Her previous book, *The Ultimate Small Business Marketing Book* has sold 20,000 copies to date and remains an Amazon No 1 bestseller. A sales driven marketer, Dee has generated £12million+ sales. She's renowned for her down to earth approach to marketing, for helping small businesses get incredible results on small budgets. Dee's tips are practical; you don't need marketing qualifications to implement them and they cost little – the biggest investment being your time. Dee

dispenses marketing tips that work and that generate sales on a shoestring in the real world.

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