



Your Guide to Direct Mail



Your Print Management Partner

Direct Mail

What is it and how can it help me?

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Direct Mail, what is it?

Direct mail (DM) is a marketing medium in which advertisers mail printed ads, letters or other items to large groups of consumers. Bulk-mail rates are used to lower the cost of the mailing, and targeted mailing databases are used to maximize potential response.

Direct mail is used in many different situations, limited only by the imagination of the advertiser. Businesses usually use direct mail to advertise new products or to distribute coupons. Almost any sales pitch can be made by direct mail.

To create a DM campaign, advertisers will work to create an ad that will appeal to a substantial number of people. Or to a specific set of people. That could be a post-code, particular demographic, gender, past purchases etc.

Advertisers have found direct mail appealing for a number of reasons. It takes their message directly to the customer. While customers might walk away from a TV ad or turn the page on a newspaper ad, they will eventually open their mail.

Advertisers also like that they can direct their message as broad or as focused as they want, by using their database and segregation of that data. By receiving the mail at home, direct mail puts the advertiser's message in the hands of the customer at the time the customer may be likely to read it, along with the rest of the mail.

Types of Direct Mail

Classic Door Drops

This is usually a single sheet or folded sheet, a cost-effective way to reach up to 29 million domestic households.

Enveloped Door Drop

We've all received these, a tantalising envelope draws you in and the letter gives you long script to get your message across. This is ideal for the analytical or detailed sale.

Sample Door Drop

If you can send your product into the hands of your potential customers then you have a bigger chance of a sale. Especially if there's an offer involved too.

Local Door Drops

With the advent of digital print, we have the ability to personalize every door drop to it's local area. We can even offer individual maps from the customers address to your local store. Personalisation is key to the success of your campaign and you're able to personalize as little or as much as you want.

Custom Door Drops

Die cut shapes, paper bags, anything you can dream up can be sent (as long as it fits through a letterbox). You can use these techniques to draw your potential customers in to your brand.

Multi-Page Door Drop

Sending your catalogue or supplement directly into the hands of your target market is a sure-fire way to draw sales. In 2020, this method was adopted by many as businesses flocked to bring customers to their websites in the height of the pandemic and lockdowns.

Partially Addressed Mail

A perfect blend of direct mail and doordrop here, your mail gets mixed into standard mail and opened up amongst bills and letters (whilst complying with GDPR of course).

Factors Affecting Direct Mail

As with any type of marketing, targeting the right group or groups of customers will have an impact on direct advertising response. Demographics such as age, gender, economic class, and location will all play a role in maximizing the potential for sales. For example, a publisher who is promoting a new bridal magazine will likely not generate much in the way of sales if the direct mail campaign uses a database that is mostly composed of married women. For this reason, qualifying the contact list before actually initiating the campaign will go a long way toward increasing the chances of a higher return.

Even when the contact list is qualified, there is still a need to attract the attention of customers long enough to attract them to your product. Here, not only are the structure and content of the advertising copy crucial (copy that speaks to the needs and wants of the recipients, and does so without a bunch of words or images that just get in the way, will often generate more of a response and lead to increased sales. One thought holds that certain groups of customers will respond in higher numbers to direct mail postcards than pieces sent in envelopes, simply because the sales message is shorter and there is no need to open an envelope to read the message) but the amount of DM pieces your customer receives also has an impact on who responds. Usually around 6 times is the average a piece will need to arrive with a customer before they decide to act upon it.

The other thing you need to be aware of for direct mail campaigns is that the standard UK letterbox is 200mm wide and 38mm high.

What, How, When

Direct advertising response is also heavily impacted by the quality of the products offered. So remember, never make promises or claims that cannot be honored once the product is in the hands of the customer. By using a qualified and specific contact list, being very clear about the nature of the product, and offering goods and services that meet the customer's expectations, businesses will see the level of DM response grow significantly and generate additional revenue for the business.

Direct Mail is one of the most popular forms of direct marketing because of its relatively short lead-time, low start-up costs and targeted marketing potential. Because you are able to conduct inexpensive tests with this medium, it allows you to refine your Unique Selling Proposition before you approach your total market.

By splitting out your data into test groups – you're also able to send out slight changes to each DM piece and see which yields the biggest return (remember to use a different tracking number or a unique URL per piece so you know which piece is yielding which return). This will allow you to slowly amend your marketing so that each time you're getting a bigger return on your initial investment.

Blue Star Print Solutions will be able to help with not only the printing of your DM piece but will also be able to process your data, personalise and post your marketing. If needed, we can also report on returns as well – helping you another step with your database so you can cleanse again.

Proper Planning

The key to the success of Direct Mail is most importantly in the planning. If your item is important and time sensitive, then you need to make sure you have advised everyone involved on the timelines. Leaving it to the last minute or missing people out of the conversation and hoping your piece still can be produced and distributed on time is like hoping for that golden egg.

One bonus to using a print management company here, is that you only have to communicate your required date with one person, rather than multiple people producing each step of your mailing.



Debunk the myth

This is one we hear over and over again. Companies want to use email as they're being eco-friendly and considerate to the environment. This one is not true at all, in fact it adds more to a carbon footprint to read an email on a screen than it does to receive a printed piece through the door.

Paper is extremely sustainable. It's also extremely recyclable – paper fibre can be used 6 to 8 times and after that, well the recycled paper has uses in agriculture and construction. Paper accounts for only 14% of the worlds harvested timber.

About Us



We're a family run print management company based in Northamptonshire, looking after print communications for a wide range of customers. We use our knowledge and experience of the print industry to save you time and money without sacrificing quality, leaving you to focus on your business.

Quite simply we provide high quality print, managed by experts to help you save on costs while growing your business.

Blue Star Print Solutions was founded in 2011 by Richard Markie with the sole aim to provide superior printing and distribution services that enable clients to easily and cost-effectively communicate with their customers.

We've worked, not only with local start up's, but multinational and internationally recognised brands to improve their purchasing and procurement of print and bring control of their brand back to the business.

To stop making mistakes on your print, and to experience a little print freedom for yourself. Get in touch with us now on 01933 698 123 or email us info@bluestarprintsolutions.co.uk.

It's Your Print, Our Passion



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