

# 10 Simple Tips for EFFECTIVE DIRECT MAIL

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|----|---|---|
| 1  |    | Use stunning and <i>compelling images</i> that will grab attention.                             |
| 2  |    | Focus their interest with a <i>snagging headline</i> .  |
| 3  |    | Home in on <i>the benefits</i> . (What results will they experience?)                           |
| 4  |  | Never forget a <i>prominent call to action</i> . (What action do you want your reader to take?) |
| 5  |  | Make it personal! Use <i>variable data</i> printing to avoid sounding generic.                  |
| 6  |  | Address one or more <i>pain points</i> with your content.                                       |
| 7  |  | <i>Clean up your list</i> . Don't waste money by sending to outdated or irrelevant addresses.   |
| 8  |  | Pair your direct mail piece with a <i>social media</i> or <i>email campaign</i> .               |
| 9  |  | <i>Keep it simple</i> . Less is more.   |
| 10 |  | Be unique! <i>Get creative</i> with stand-out folds, die-cuts, or oversized pieces.             |