

The Ins & Outs Of Direct Mail

WeDo direct mail. Without a doubt, direct mail is a proven marketing tool to engage with prospects and customers, expand brand awareness and promote your business. Having said that, it has a lot of moving parts requiring a savvy understanding of USPS regulations, direct mail sizes and formats, design approaches, printing, and mailing. PIP works with companies nationwide to help craft direct mail campaigns designed to achieve results. Here, you will find some vital tips to help kick-start your project.

Tip 1

The first order of business is determining the end goal of your direct mail campaign and how you will measure results.

- What are you trying to achieve?
- Is it promotional, such as a product launch or store grand opening?
- Are you expanding awareness of your brand?
- Driving recipients to your website for e-commerce?

How you measure return on investment (ROI) directly correlates to the purpose of the mailer, so establish this at the very beginning.

Tip 2

Now, the fun part is choosing what type of direct mailer to create. We could spend an entire information sheet on this alone, but here's the abbreviated version. You can choose from a wide spectrum of formats, including:

- Postcards
- Folded Self Mailers
- Catalogs
- Letters & Envelopes
- Every Door Direct Mail® (EDDM®)

Within each of these categories are different format sizes and configurations, which impact the cost to print and mail. Therefore, a key consideration in choosing your direct mail format is how much space you need to communicate your message and whether it can be visible or needs to be covered. This will help you narrow down the field.

Tip 3

Budget drives much of the decision-making. Going into your direct mail project with a clear understanding of what can impact costs helps you avoid unnecessary delays and unexpected surprises that can derail a project. At PIP, we help guide you to ensure the best possible outcome.

- As a rule of thumb, standard-sized postcards (minimum 5"x 3.5" up to a maximum of 6"x 4.25"), jumbo postcards (5.5"x 8.5" up to 6"x11") as well as letters inserted into #10 sized envelopes fall into the lower cost spectrum
- Self-mailers are economical and high value, provide branding visibility on the outside and additional messaging on the inside
- Catalogs are at the higher end of the budget spectrum due to heavier design/production requirements and multiple-page printing; however, they can be powerful sales drivers, increasing web traffic and e-commerce activity

Utilizing these three tips, you will be well on your way to establishing a foundation for success. We look forward to working with you on your next direct mail campaign! Contact PIP today for all of your direct mail needs. **Contact us at pip.com.**