



# Why Direct Mail Works

Direct mail is any advertising message which is personally addressed and delivered directly by mail to your prospective customers but, it is also far more than that.

Direct mail is becoming increasingly popular mainly because it is a proven, cost effective and measurable medium for businesses to market their products and services to their customers.

## Benefits of Direct Mail

Direct mail has unique advantages other media cannot offer. Direct mail has proven itself because it is:

- Targetable - mail is sent to a list of customers within your target market. A given area can be covered or selected individuals can be addressed by name.
- Interactive - your prospect can respond in a number of ways to you.
- Personal - you have one-to-one contact with a prospective customer the minute your mail is read.
- Measurable - your results can be quantified and measured accurately and quickly.

- Flexible - direct mail can be tailored to your needs
- An added bonus is the fact that you can build a data base with valuable information to help your sales force generate new business as well as do more effective, targeted mailings.
- Affordable - your mailings will be tailored to suit your budget. Unproductive areas and names can be omitted from your mailing list.
- Targeted direct mail gives you the opportunity to provide the detailed information required to motivate your customer to visit your website.
- Cost-effective - a standard mail piece is still cheaper than a cellular phone call and land lines.
- Creative - you are only limited by your own imagination in creative execution.
- Branded - sending out direct mail items is a great way to promote your brand.

# Direct Mail Promotions - Key Benefits

Direct mail is one of the most popular marketing mediums for promotions. Each year, thousands of companies use direct mail promotions to drive web traffic, generate leads, attract new business, sell products and services, and more.

Why do so many marketers use direct mail promotions? Here are a few of the top reasons.

## Timeliness

Depending on the complexity of the mailing, a direct mail promotion can be planned, designed and delivered in a week or two. Because of this, direct mail marketers can be timely with their promotions, sending them in conjunction with other marketing promotions or in response to certain market conditions.

## Dependability

With any promotion, the key is to ensure maximum delivery of message. With direct mail promotions, you are working with a fairly predictable delivery vehicle -- the U.S. mail.

## Versatility

Direct mail promotions come in all shapes and sizes, from simple postcards to multi-dimensional shaped mailers. With the creation of Customized Market Mail, you can even send your direct mail promotion in unusual, eye-catching shapes that are somehow tied to the promotion itself.

## Affordability

The versatility of direct mail promotions also translates to affordability. Direct mail is anything but a "one size fits all" type of product. You can adjust the quantity and complexity of a direct mail marketing promotion to fit just about any (realistic) marketing budget.

## Visibility

With banner ads, magazine ads, billboard ads and the like, you are hardly guaranteed a look by your intended audience. But with direct mail, you can be nearly certain that people will see your message because they have to pull it from the mailbox. This kind of visibility is a big benefit of direct mail promotions.

## 4 Direct Mail Campaign Basics to Remember

When launching a new direct marketing campaign, it's easy to focus on the details and leave some of the more basic principles behind. So it's always a good idea to refresh your memory.

Data services and enhancement company Melissa Data Corp. offers four simple tips to remember when launching a new campaign:

1. Most businesses will get 80 percent of their sales from 20 percent of their customers. Know exactly who those 20 percent are, and aim your advertising at that segment.
2. Research is vital. Your research should answer who your prospects are, as well as where, why, when and how to convert them into active buyers.
3. Prepare a strategic marketing plan looking at how your product or service will meet the long-term needs of your customers.
4. Increase your odds for response by including a self-addressed, stamped or postage-paid envelope.

For more information and tips, visit <http://www.melissadata.com/tips/directmarketing.htm>

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A doctor can bury his mistakes but an architect can only advise his clients to plant vines.

**Frank Lloyd Wright**

"It has increased my ROI on my direct mail piece to the highest level, ever! Western Construction Watch is well worth the time and money! My workload has doubled."

*Mark Williams -  
Missoula, MT*

"I am shifting to a different marketing model & the monthly building reports from WCW was fabulous for my business. So many people heard about me that way. You guys are great!"

*Mike Dahl -  
Billings, MT*

"I just wanted to quickly thank you for your newsletter. You have done such a great service to our business and you make it very easy to read and is so easy to use. I recommend you all the time. Thanks!"

*Toni Borgenson -  
Seattle, WA*