

## The Art of Direct Mailing

In any industry, direct mail shots remain one of the **most effective means of drumming up new business**. To ensure that the mail shots themselves are of a high standard there are three main criteria to be observed, namely; content, design and the target list.

The latter is, in a way, the most important, as without a comprehensive and accurate list of names and addresses, your direct mail shot is simply a waste of paper.

The key to compiling a good direct mail list is to utilise all available sources e.g. yellow pages, local newspapers, personal contacts etc... It is then up to you to **be constantly aware of opportunities** to add to this list, thereby maintaining and expanding it.

Content and design are also of vital importance, as they should **grab the attention** of your existing and prospective customer. If the design in terms of layout, color and graphics is eye-catching, your mail shot will almost certainly be read.

The main significance of direct mailing as a marketing tool is that apart from bringing in new business, it can **maintain and strengthen relationships with existing customers**.

If you want to increase your visibility throughout your market then direct mailing is a more subtle way than other means of advertising. A direct mail shot reaches people in their own space and is therefore **more personal and less invasive**, as your (prospective customer) will turn their attention to it at a time that is convenient.

**Perseverance is important** when setting up your marketing program, for just as it takes four or five attempts to close a sale, it takes six or seven mail shots to close a customer. A constant direct mail system therefore allows you the necessary repetition to avoid buyer inertia.

Mail shots are useful in helping to **build your reputation** for having a different approach to others in your industry, for it may be that your competition are “too busy” to have a regular direct mail program, therefore it may be that at least a portion of your **sales growth** will come at their expense.

If you would like to take advantage of direct mail as a means of reaching current and potential customers, but do not have the time to plan and deliver the campaign yourself, contact **Emperor Virtual Assistant** today, and we will talk you through the ways in which we can help!



**emperor virtual assistant**

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