

Direct Mail Campaigns

Course Type

Online Module

Duration

90 Minutes

Module Overview

You have such little time to get your customer's attention. This course shows you how to make your direct mail package cut through the clutter and boost your response rates. You'll learn how to create all the elements of a direct mail package and come to recognize the key elements that affect the success of a direct mail campaign.

Module Objectives

- Recognize direct mail's position in today's multichannel marketing mix
- Learn the elements of direct mail including formats and components
- List the direct mail production issues that make a package efficient
- Examine copy appeal from a "human wants" perspective
- Provide best practices in writing copy that reaches your prospects
- Evaluate the copy and design of a direct mail package

Module Outline

Direct Mail Defined

- What is direct mail?
- A channel in transformation
- USPS research
- Effective direct mail
- Direct mail do's and don'ts
- What is unaddressed mail?

Direct Mail Formats

- Business reply envelope (BRE)
- Catalog
- Classic direct mail package
- Cooperative mailing (Co-op)
- Dimensional mail
- Direct mail kit (DMK)
- Double postcard
- Inserts (package and statement)
- Postcard
- Self-mailer
- Adapting to ever-changing new mail formats, options, and requirements

Components of the Direct Mail Package

- Outer envelope – types and areas of importance to get opened
- Sales letter – structure and design
- Brochure

- Response device
- Lift letter
- Buckslip
- Case study or testimonial
- Reply envelope

What You Need to Know About Direct Mail Production

- Standard commercial mailing sizes
- Printing
- Addressing vs. personalizing
- Variable data printing
- PURLs (Personalized URLs)
- Quick response codes (QR codes)
- Lettershops
- Order of insertion and reading order
- Postage

Creating and Evaluating Direct Mail Creative

- The message strategy brief – beginning the creative process
- Developing intellectual, emotional, and personal copy appeals
 - Basic human wants
 - Kinds of copy – what does the prospect want or need to know
- Bob Stone’s seven step formula for winning letters
- John Caple’s direct marketing principles
- Ten point direct marketing copy checklist
- Design – a few words to get you started

Registration Rates

DMA member \$189

Non-member \$219

Instructor

Ron Jacobs

President, Jacobs & Clevenger

Ron Jacobs is president of Jacobs & Clevenger, a multichannel direct marketing communications agency that provides direct, database and digital marketing solutions. Founded in 1982, J&C helps clients optimize business value, while extending communications efficiency.

Ron is a marketing communications thought leader and frequent keynote speaker at conferences worldwide. He has won rave reviews for his fresh content that helps organizations rethink core practices and position themselves for next-level growth. Ron’s clients include leading organizations in consumer goods, business marketing, information marketing, utilities, regulated and recently deregulated industries, trucks and heavy equipment, software and technology, financial services, retail, hospitality and travel industries.