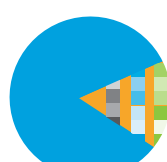




# Boost Direct Mail Response Rates and Improve ROI

8 ways

## Target Strategically



Knowing the attributes of the **20%** of clients that deliver you **80%** of your revenues (Pareto's Principle) enables you to reach the best leads, be more effective in your messaging and increase sales significantly.

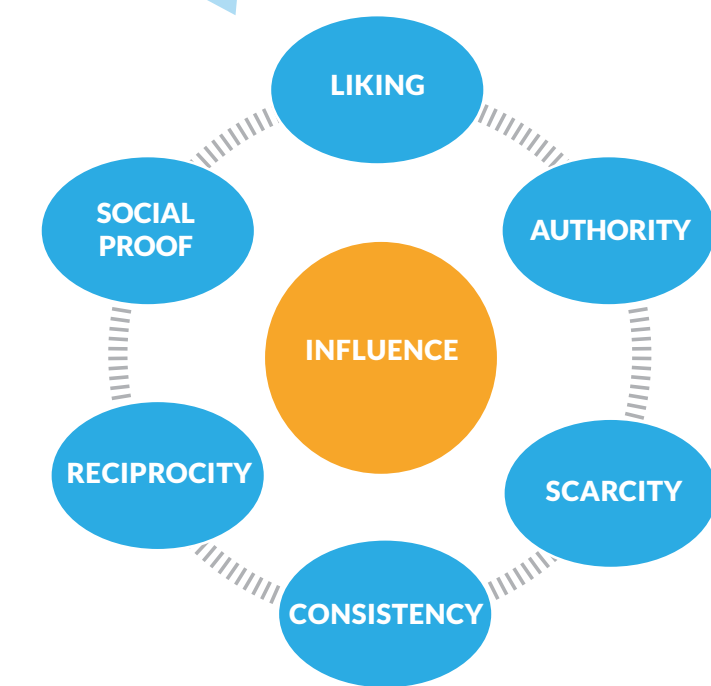


of those in charge of household determine which mail is kept for review.<sup>1</sup>

## Make It Personal

Create a sense of familiarity with your audience by humanizing your messaging.

2 out of 3 consumers prefer personalized communications.<sup>3</sup>



## Give Multiple Ways to Respond

Give people options by opening all available channels for response.



58 percent of Millennials expect to engage with a company whenever and by whichever channel they please.<sup>4</sup>

## Timing Is Everything

Reach your audience when they are most likely to act.



Event-triggered marketing messages have nearly five times the response rate of non-targeted push messages.<sup>2</sup>

## Offer Value

Offer compelling incentives or promotions to increase response.

"Dollars off" outperforms "Percent saved"



## Use Influential Messaging

Increase people's response rates with benefit-oriented headlines and persuasive language.

Use the principles of Liking, Authority, Scarcity, Consistency, Reciprocity and Social Proof throughout your content in order to convince your prospects to act right now.

## Employ Calls to Action

Tell people the very next step they are to take with well-placed calls to action.

- Using three short, positive command statements written in present tense is most effective.

## Be Patient

Routine direct mail campaigns work best.

It may take 7-9 communications to get a prospect's response on average.<sup>5</sup>



## Bonus ▶ Get Help

Perhaps the best decision to get the returns you're looking for is to team up with the right partner.

With nearly 15 years of experience and a 96% client retention rate, Allegiant Marketing Group has the expertise to help your business succeed. Please contact us to determine if a partnership is right for you.



ALLEGANT MARKETING GROUP

<http://MailAMG.com/>

800-648-3107

<sup>1</sup>[http://www.pb.com/docs/US/pdf/Microsite/Nonprofit/ed\\_np\\_getyourmailopened\\_05MailMoment.pdf](http://www.pb.com/docs/US/pdf/Microsite/Nonprofit/ed_np_getyourmailopened_05MailMoment.pdf)  
<sup>2</sup><http://blogs.gartner.com/adam-sarner/2013/02/05/5-event-triggered-marketing-steps-marketers-arent-doing/>  
<sup>3</sup><http://www.jacobslevenger.com/blog/best-practices-for-personalizing-direct-mail/>  
<sup>4</sup><http://www.cmocouncil.org/facts-stats-categories.php?category=direct-marketing>  
<sup>5</sup><http://www.dundeedata.com/data/2013/10/08/how-to-effectively-utilize-direct-mail-in-todays-marketing/>