



**Direct Mail Campaign
Key to Success:**

**Follow the
40/40/20 Rule**



40% of Success lies in Picking the **Right Audience**

- Be honest, who *really* are your customers?
- Where do they live?
- Are they willing to travel for your unique offerings, or are you willing to travel to them? If so, how far?
- Birds of a feather flock together...is this true for your business?
- Is demographics enough? Think about how a single twenty-something spends \$50k income vs a working mom?
- If you are selling a low dollar item, tighten the area
- If you are selling a high ticket item, broaden the reach



40% of Success lies in Picking the Right Offer

- Does 10% off make you get off the couch? If not, why would it motivate someone else?
- The best four letter word in marketing: FREE
- If you know the right audience, what motivates them?
- If you are liquidating inventory, buy one get one free (BOGO) is a great device
- Work hard to push your customer into giving the best offer possible to the consumers. Once in the store/on the phone, it's closing time!
- As the economy tightens, the offers must be stronger...that's just the way it is.



20% of Success lies in the Creative

- Most advertisers get caught up in the creative...don't let that happen to you.
 - A BOGO deal on a Mercedes mailed to the right audience will sell out in minutes....regardless of how pretty the pictures are on the creative...think about it
- Make the piece fit the occasion.
 - Don't add gold leaf to parchment paper if you are advertising an inventory reduction sale
- Words are bad. America doesn't like to read advertising.
 - If you can't get the message in 3 seconds...you are outta luck
- Color is good. Too much color is bad.
- Make a simple offer simply jump off the page.
 - Americans don't like fine print...makes us nervous
- Create an identity. If your logo is a horse, make it the same horse every time. Isn't that right Betty Crocker?