

Direct Mail

*If You're Happy
With Your Results...*

You're Doing Something Wrong!

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Goals For Today

- Review the three components necessary to create and execute a successful appeal
- Challenge your perceptions of 'good' direct mail
- Start thinking a little differently than when you arrived this morning

The Most Important Things I've Learned

After 30+ Years In Direct Marketing

- There is no such thing as 'junk' mail.
- Direct mail doesn't really start until it's in the mailbox.
Before that – it's all planning, production and prayer.



Trick Question



How Many People
Do You Mail To?

Let's Open The Mail

Tell us what goes on
at your house.



Three Critical Elements Of Direct Mail Success

1. Your List: *Who Are They / Where Are They?*
2. Your Offer: *Give Them A “WIIFM”*
3. Your Copy/Graphics: *Write To Human Beings*

What Does Your Mail Look Like

“Those fund-raising folks never give up.”



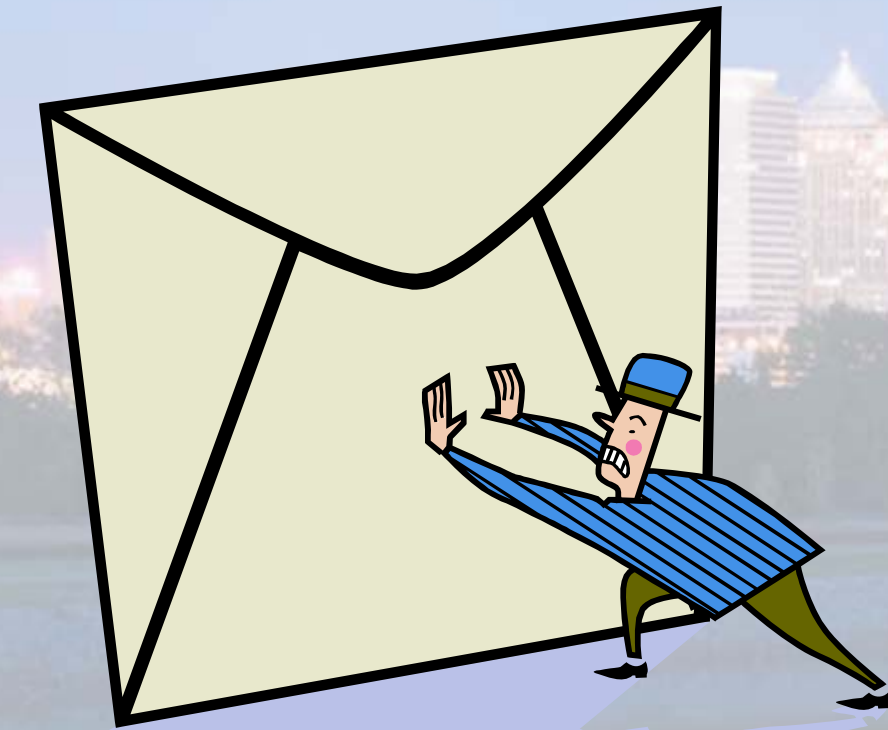
Let the Debate Begin.....!

Which is more effective?

- Long letters vs. Short letters
- Envelopes vs. Self-mailer
- Closed face vs. Window envelopes
- Personalized vs. Generic

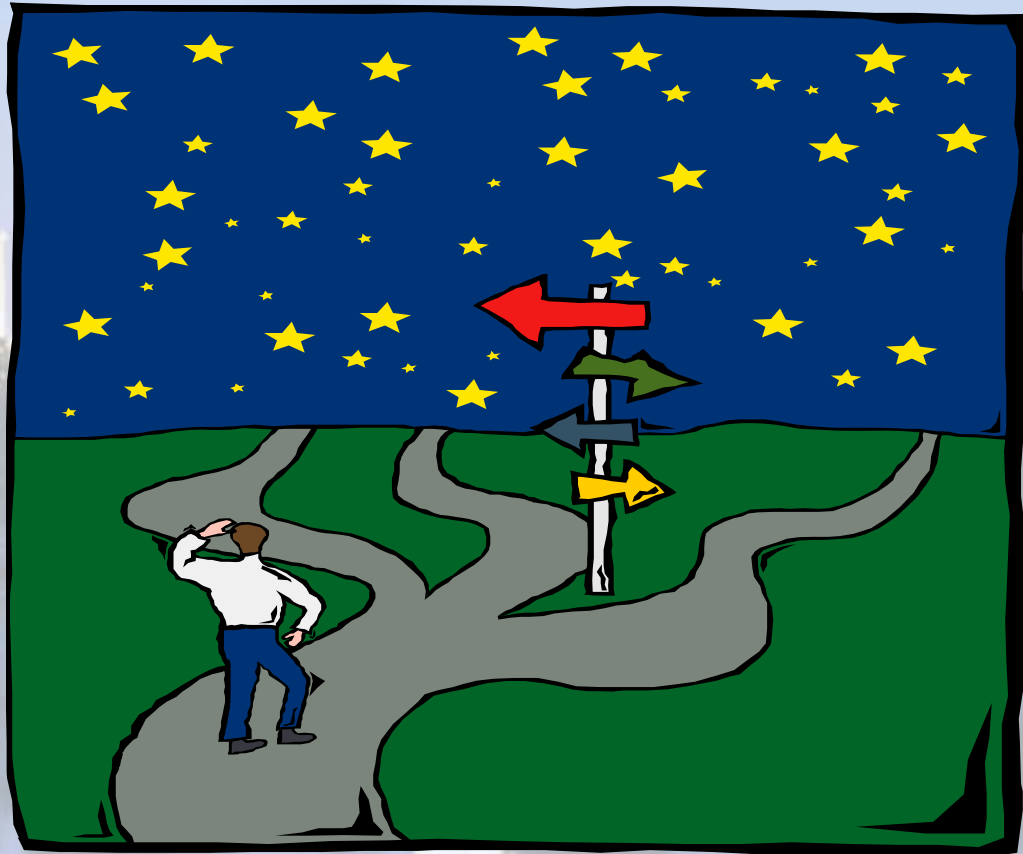


Testing



- Why Test
- What To Test
- How To Test
- Analyzing Results

What Haven't We Talked About???



Some Quotes To Take With You

“The purpose of the outside envelope is to get itself opened.”

“Your copy should be driven with: flattery, exclusivity, guilt, fear, greed, anger, salvation, or patriotism.”

“It’s all about the offer!”

“The response form should speak in the voice of the reader.”

...and, never forget...

“Far too much direct mail gets opened over the recycle bin.”

