

Sales Tip Sheet 1 –Effective Mailing Campaigns

- Create a 'hit list', aimed at reaching decision makers.
- Get the mailing list right! The basics are important, including first names, to allow you to personalise your message. If you are purchasing a mailing list, check exactly what you are getting for your money.
- Work out exactly what you want to achieve from your campaign –this will form part of your performance success measures.
- Determine your marketing medium –mail or e-mail, and then telephone?
- Ensure your letter / message has a 'flow'. Outline your prospect's problems, build on them in your letter, and then offer a solution to their problems, finishing with your 'call to action' (see below).
- Have a headline 'grabber' in your letter/mailer. This could be a question, such as: "Tired of the same old journey to work?", "When was the last time you felt really alive?" or "Are your sales team struggling to meet key decision-makers?"
- Style: Consider using coloured paper and mixed font sizes to stand out from the crowd. Perhaps try the headline in size 14, support text in 11 and closing statement in 12 bold? Above all, choose a simple, easy to read font, such as Arial or Verdana.
- Include positive words in the text, such as 'significant', 'quality', 'expertise', 'value', 'comprehensive', 'easy' or 'support'.
- Consider putting an offer in the mailer. People respond to offers, especially anything free, however simple or small it may be.
- Highlight benefits not features in your message, e.g. 'fully equipped workshop' could be strengthened by amending it to read: 'one stop shop – ultimate peace of mind'.
- Close with a 'call to action' –urging people to do something, e.g. "Why wait?" or "Call today!"
- Make your contact details easy to read within the text and use a memorable (or free) telephone number if possible.
- Follow up on all leads and enquiries, however insignificant they may at first seem and have a system for logging and monitoring all your leads.
- Finally, remember it's a numbers game! A 1% return is typical for direct mailing; above 4% is considered exceptional.