

Pros and Cons of Direct Mail Marketing

Sure it can be expensive - but many vendors and services swear by its' effectiveness. Here are some general pros and cons to help you decide if it might be right for you.

Advantages To Using Direct Mail As Part Of Your Marketing Plan

- By targeting a very specific group and taking your message directly to them, you have the ability to have complete control over who receives your advertising message, and who doesn't. For example, if you are targeting opportunity seekers, a quality mailing list can let you focus on that specific group.
- A well-planned direct mail campaign can result in the most consistent and predictable method of customer generation, and it provides great flexibility in message presentation. -
- Direct mail makes couponing and sampling practical. It can help isolate advertising response to a single segment, and compare returns in one area with those of another.
- Each letter campaign gives you the ability to precisely track your return on investment (ROI This way you know to the penny whether or not your marketing plan is working.
- You can test a promotion on a small scale before committing a huge budget.
- You can develop a distinctive personality for your business. It can be used to enhance your image, give your customers or clients information, and persuade them to place an order. Disadvantages Of Direct Mail
- Direct mail is often considered to be junk mail. Seldom does a one-shot mailing have the desired result. You must have a long term, well thought out marketing plan.
- Your piece is competing with dozens of other pieces for attention. If you don't know what you are doing, it is easy to waste a lot of money.
- There is a relatively high cost per contact.
- It may be difficult to obtain updated, accurate mailing lists. Define Your Target Market

Determine who you want to reach before you develop your direct mail program. This allows you to specifically target your message to fit specific needs. It is the best advertising medium for customizing your appeal. With improved database resources and demographics, you can effectively precisely target the prospect you are aiming at.

The task of deciding your mailing package content, its design, and its message is up to you. However, remember to attract the reader's interest, it must be clear, concise and easy to respond to. Coordinate your mailing with other advertising methods to significantly increase your return. Also, presenting one specific offer instead of a variety of options is usually more effective.

Diligently test and track your campaigns, and direct mail can become a profitable piece of your marketing mix!