

# THE BENEFITS OF DIRECT MAIL

*Five Reasons Why Direct Mail Works So Well.*

If your business thrives on creating relationships, direct mail may be the best choice to lead your contact strategy. **Here are five reasons why direct mail is chosen for certain types of promotions, as well as continued customer service initiatives.**

## ✔ It's targeted

Mass advertising (TV, print, radio, etc.) can be expensive and aren't typically a viable option for small businesses. But direct mail can focus in on a select list of very targeted individuals who are more likely to respond to your relevant offer. In terms of revenue dollars generated for every dollar spent, no form of advertising is as efficient as direct marketing.

## ✔ It's personal

With direct mail you can address your customers by name, speak to them based on demographic niches, and appeal to their specific interests. You can also follow up with an email or phone call to move the relationship forward.

Plus when customers feel that you understand their needs, they're more likely to respond. In fact 55 percent of consumers say they actually look forward to viewing the direct mail offers they receive.

## ✔ It's flexible

From letters to large-format postcards to brochures, there are a variety of formats you can use to create and customize your direct mail campaign. Unlike most other forms of media, with direct mail you can simply change up the format if you find that your

offer requires more space to convey the message in an attractive, uncluttered design.

## ✔ It's tangible

Direct mail allows you to physically deliver your message and encourage interaction with it. Along with an irresistible offer, you can make a lasting impression by incorporating elements that actively involve the customer.

Coupons and business cards are examples of objects you can deliver to create an ongoing interaction with your brand. If your offer is really valuable, people will hold on to your coupon or online coupon code even if they aren't able to buy at that particular moment.

## ✔ It's measurable

Direct mail is one of the few media channels that gives you the ability to accurately track the success of your campaign. It's as simple as counting the inquiries you received or counting the number of coupons redeemed. By tracking and analyzing your results, you'll see what's working and can then build upon it for future mailings.

Knowing that you know that a promotion is working is what many consider to be the golden key of all marketing and advertising initiatives.

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Just one profitable direct mail piece can form the bedrock of your company's growth for years or decades to come. As long as you have fresh, targeted prospects to mail to, you can continue growing your company at a comfortable pace.

### ✔ It's easy and cost-effective

You don't have to be a direct mail expert with a big budget to advertise through the mail. You don't even need to do much more than hire a designer and describe what you want to achieve. Most direct mail designers will have all the connections needed to get the job done.

### ✔ A Word About InfoUSA

From mailing lists to complete design to delivery, we offer comprehensive direct mail and email campaign services. We also compile the most up-to-date contact and demographic information in America and Canada, and offer intelligent products and services to utilize that data. Our customers rely on InfoUSA to help them target and acquire new customers, grow their sales, clean and update their databases and make business credit decisions.

**With additional questions please contact an InfoUSA expert at 800.321.0869.**