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Their inbox is full.

Their mailbox isn't.



When communication needs to stand out, take advantage of a tried, tested and trusted channel that cuts through the noise.

With 81%* of people reading their direct mail immediately, there's no need to wonder if direct marketing still works. Give your customer's letterbox a little love with a variety of direct mail ideas from Worldwide.

**Mark,
SAVE MONEY AND
TIME WITHOUT
LOSING QUALITY
WITH OUR NEW 5
AXIS CNC MILLING.**



**ENGINEERING
EXCELLENCE**

Take the opportunity to turn a boring letter into something a little more interesting.

A personalised flyer, postcard or promotional piece will attract the right attention and make your customer feel extra special.



Handy Direct Mail tips and tricks!

How to improve Direct Mail response rates



The Data

Clean up your database: Ensure that all prospective/current customer information is correct and up-to-date.

Define your target audience: Who are they and what's important to them? Don't use jargon. Speak to them in their language.

A focused approach: Targeting certain demographics increases the likelihood that the recipient is interested in your product / service, which means a greater return on investment.



The Offer

One offer, one goal: Don't try to do too much. Choose a SINGLE offer or goal and drive it through the entire direct mail piece.

Customisation counts: 'Special offer fatigue' is everywhere. Make your offer customised and compelling.



The Creative

You have 3 seconds to get noticed.

Impactful copy: Use an attention-grabbing headline followed by a clear, simple and concise message that is relevant. Hire a copywriter – it will be worth the investment.

Bold design: Use bold colours, strong imagery and easy-to-read fonts.

Be personal: Variable data printing lets you personalise your direct mail, so utilise it! If the information is too personal or has an exclusive offer, we can professionally print their details on an envelope.

Call to action: Don't assume your reader knows what to do next. Call a certain number, visit a website? Make your customers next step obvious.



Repetition

Repeat. Again: Direct mail is not a 'one off' event - you'll get best results with multiple mailers over time. Frequent communication ensures you become well known and are thought of when customers come to require your product / service.



Testing & Measuring

Even once best practice is followed, testing is the only way to find out what works best. Test multiple offers. Test various creative executions. Test your solutions no matter what the outcome – positive or negative. After all, you could make a successful campaign even more powerful.

Measurement: Who will be measuring the response? How? Get an accurate measurement tool in place before your marketing hits the mailboxes.



The Timing

Predict behaviour: While you can't read minds, it's still important to try and predict consumer behaviour. For example, you can rely on the seasons to guess the likelihood of certain needs occurring (e.g. Advertising of air conditioning at the start of summer).