



10 Steps to
Successful Direct Marketing

Inside: **Ideas that engage, inform and inspire.**

Direct marketing is an interactive system of marketing designed to affect

a measurable response and/or transaction

using one or more advertising media.

1 Establish a financial plan

Make some assumptions and confirm or disprove them through testing. Test budgets and the selling prices of products. In the end, you are trying to determine the allowable cost you are willing to spend on marketing.

2 Select suitable products and services

Not all products are suitable for direct marketing. Look for repeat business factors and the ability to segment your best prospects.

3 Make your offer irresistible

The offer is very important...more important than copy, creative or the format you choose. Create the most attractive offer you can afford! Some popular offers are: free offers, free information, discount offers, sample offers, time limited offers, sales offers, guaranteed offers, sweepstakes offers, club/continuity offers and philanthropic offers.

4 Use lists and media to reach your best prospects

Start with the best media vehicles to reach prospects, but make sure to test different media. Understand the size of your audience to understand the total universe of prospects or customers. Can you segment effectively?

5 Choose formats that fit your products objectives

There are a countless formats and designs to choose from (postcards, standard #10 envelopes, oversized packages and high-impact mailers to name a few). Make sure you are using formats that are appropriate to your industry category and your target audience.

6 Create advertising that sells

Consumers are visually oriented, so your look and feel should say something about the product or service. The design should work with the copy...but it's the copy that sells. In the end, your copy should be persuasive, with a clear call to action.

7 Plan for prompt fulfillment

In a world of instant response and overnight expectations, don't make your customer or prospect wait after they have responded. Develop your fulfillment protocol to be quick...and at the same time, stimulate action. Remember, your fulfillment message is an opportunity to up-sell and resell.

8 Set up a budget for testing

Test to keep up with the marketplace. Never stop testing and always test BIG things — things that will make your programs more profitable, easier, or reduce the time component. Some ground rules: test single elements, design your tests to capture and record results, make sure results are statistically valid, test for yourself, and don't test what you cannot roll out.

9 Analyze results carefully

Study, analyze and interpret your results carefully and only then recommend specific actions or changes to the program. Expand on your successes gradually and don't make sweeping changes to your programs, unless you are sure of the outcomes.

10 Maximize customer sales through repeat sales

Your best prospects are your current customers. Sometimes we forget this simple, but very important rule.

We will engage, inform and inspire your prospects or clients.

To find out how we can help your company launch a successful direct marketing campaign, give us a call or send an email to:

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