



a **DELUXE™** company

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WHITE PAPER

Start Using Direct Mail To Build Your Brand Identity

You Don't Have To Spend A Fortune To Create A Winning Campaign



A Simple And Efficient Marketing Tool For Small Business

Looking for a simple yet effective, cost-efficient marketing tool for your small business? Why not consider a Direct Mail Campaign? Direct Mail can be used for a variety of functions...

- as an invitation to a sale or special event
- to celebrate an anniversary
- to announce a new product or service
- to recognize a new employee

...and is unique in that it allows you to control the specific direction, timing and frequency of your message while taking on different forms and sizes.

For example, select an option that best complements your message...

- letter
- sell sheet
- letter with coupon
- flyer
- post card
- brochure

Remember, you don't have to spend a fortune on dazzling designs and flowery copy to create a winning campaign. However, you **MUST** ensure your creative and copy are consistent with your **BRAND IDENTITY!** If you need help building your Brand Identity, look for our white paper called "What's your Brand?".

This brings us to the message you wish to convey to your prospect or customer. Simple and effective works best, clearly stating the benefits you offer. Also, remember to enclose a reply card (or response information) so that your prospective customer knows how to reach you. If you are able to include an incentive or discount, so much the better.

Next On Our List Is...Your List

In a Direct Mail Campaign, a mailing list is not just a way of reaching your market, it is your market. Selecting and testing the right list is one of the most important decisions you'll make. You may wish to begin with your current customer base – your "house list" – which includes all previous prospects and clients. It is a great place to begin to advertise promotions and encourage repeat business.

To attract new customers, an "external list" may be purchased or rented, but keep in mind that your house list can pull double the response of an external list. Also, consider partnering with other mailers in your community or business network.



Timing Is Everything

Ever heard the saying "*Timing is everything!*"? With a direct mail campaign you can plan your mailing to arrive at the right time of the year...month...and week.

The cost of mailing your package can vary with size, volume and the method you choose. If your budget is restricted, perhaps targeting a specific geographic area with an unaddressed mailer would be a viable solution.

As you begin to experience response from your readers, be certain to record the numbers and from where they came. This information will be of tremendous help in future campaigns. And remember, if you are promoting a sale, be sure to have enough product available and enough staff to handle the demand.

As a final thought, if Direct Mail is something you think you would like to try for your business, look for advice from other companies with years of experience marketing in this manner.

NEBS has Canada's largest design team ready to help you Build your Brand with Direct Mail.