

7 EASY TIPS TO INCREASE YOUR DIRECT MAIL OPEN RATE & CONVERSIONS



First impressions are the single most important factor in the success of your entire direct mail strategy.

There are just a few seconds before the fate of your direct mail piece is decided. Do everything in your power to ensure it ends up being read by your potential customer. To make sure your marketing efforts have the best possible open rate and the greatest chance of lead generation, keep these steps in mind when designing your mailer:

1. Pick A Color

Want to stand out from the endless stream of boring white envelopes? Choose bright and bold colors to catch your recipient's eyes. Neons and fluorescents in green, pink, orange and blue are sure to attract attention. Shades of red can communicate urgency or sophistication -- creating a feeling that this envelope must be opened. If your business is eco-friendly it would be wise to choose green hues, recycled paper, grocery bag textures, or earth tones to communicate a commitment to environmentalism and sustainability. Another eye catching choice, and favorite of designers, is to pair a dark envelope with a light font color to create a high contrast and dramatic presentation.



1. Pick a Color (cont.)

Already have a successful direct mail strategy, but looking to take it to the next level? If there's already an established relationship with your mailing recipients, consider using envelope and font colors that match your company's established palette. This will help create brand awareness and consistency with your mailings. At first glance the recipient will recognize the envelope and know it's from your business, a trustworthy source, with valuable offers and information.

2. Pay Attention To Print And Design

Designers will tell you that "it's all in the details", and they're correct. You can never overlook what subliminal impressions certain design choices make on potential customers. *You have a great deal of space to work with on an envelope, and should think beyond the usual return address and addressee areas.* Choose a font for your return address that is equal parts legible and eye-catching. You can add short messages on the back of an envelope,

2. Pay Attention To Print And Design (cont.)

either on the flap or body itself to urge someone to open. The postscript of a direct mail message is its most read element. For instance, a note offering a free gift to anyone who responds by the end of the month can instill a sense of urgency. Instead, why not print the postscript on the outside of the envelope to increase the power of your messaging?

When deciding on ink colors, consider a unique choice like white ink printed on darker envelope colors and metallics. This will provide a stunning contrast and is another way to stand out from the competition. Compared to traditional knock-out printing, where a white envelope is printed a solid color around the text area, only giving the illusion of white font, [white ink is truly eye-catching](#). You should also think carefully about the font you use for the recipient's address. Handwriting-style fonts are warm and personable, sharp serif fonts communicate formality or authority. While sans serif fonts are considered highly readable, making them the most popular font type and a favorite of designers everywhere.

3. A Just-Right Size

Your mailing recipients receive dozens of business size envelopes in their mailboxes every week. Most of this mail is in standard size #10 business envelopes. By [choosing an envelope with a unique size or shape](#), your offering will stand out as soon as your prospect retrieves their mail. In B2C marketing, envelopes that resemble non-business mail have the highest open rate. *Think about how it feels when you receive greeting cards, invitations and other personal correspondence in the mail. They instill curiosity and warmth, it causes them to stand out among bills and business mailings.*

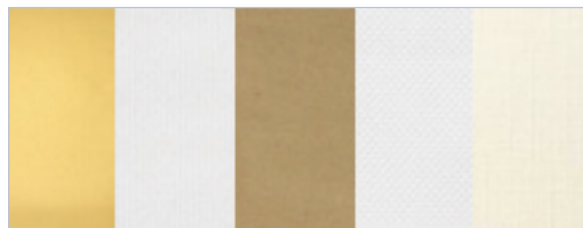
3. A Just-Right Size (cont.)

If you're looking to mail multi-page brochures, cards and other special inserts that engage the recipient and make them want to read on and respond, choosing a larger envelope, such as a 6- by 9-inch or 9- by 12-inch envelope gives you the chance to mail larger inserts and literature without folding or creasing the contents



4. Picking The Right Texture

Go beyond smooth bond texture envelopes to offer your recipient something that feels different. You can put your offerings in everything from grocery bag stock to metallics, cotton, linen, pique and Tyvek®. *Think carefully about which envelope texture fits the impression you want to convey.* A restaurant that is touting their local, earthy and all-natural selection may choose to send out their direct mail in casual grocery bag envelopes. A high-end salon can communicate luxury through the use of smooth and heavy linen. Metallics are modern, quirky and fun, a tech or marketing company can use these to show their modern edge.

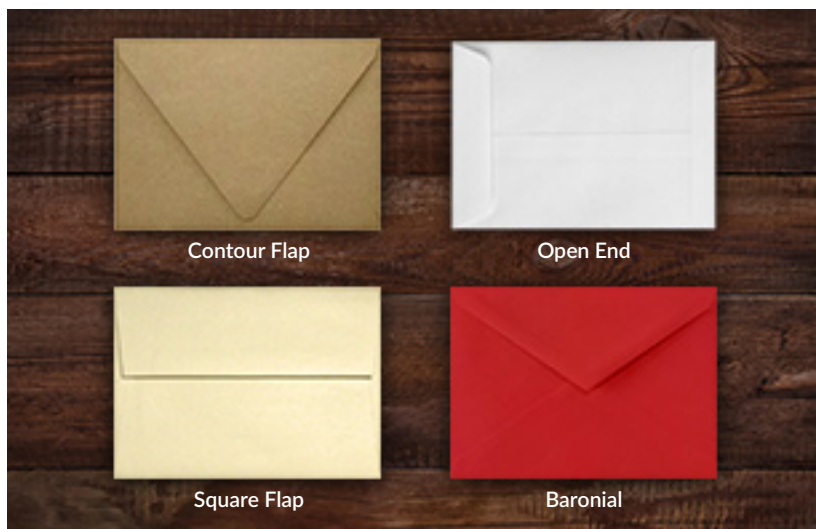


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5. Consider The Flap

The act of opening the envelope can also make a strong impression, so don't ignore the variety of envelope flap options. Square flap envelopes stand out because they have sharp lines and are not the usual flap shape or size. Booklet and open end envelopes make it easy for large envelope contents to be removed. Contour flaps are large, sleek and luxurious, always standing out. If you want to get fancy, use a baronial flap. Baronials are a common flap option for invitations and will invoke a classy and sophisticated feeling.



6. A Window Inside

Envelope windows are more than just an easy way to address your mailings. Windows can be used to provide a preview of the contents inside the envelope, inspiring a recipient to see what else the contents hold. This feature is where you can offer eye catching previews of photos, offers, inclusions and other treats can make your reader more likely to open up and take a closer look. Choose your most intriguing and attractive photos paired with alluring messages to see your open rate increase dramatically. Window sizes vary from small address previews all the way to full-face window envelopes, where you can see the entire contents of the envelope.



7. Consider Multiple Envelopes

Research shows that including an order form or a reply envelope substantially increases your chances of a conversion, but that is just one factor that can improve your mailing's success. One of the advantages direct mail has over digital advertising is its tactile nature. Give people objects to handle, as it will make your mailing more special and fun. If it fits your offer, consider including a formal invitation in a smaller RSVP envelope inside. Your invitation can be to an in-person event, an online buying event or another sale. You can also add layers and interest by including small envelopes with exclusive offers inside. Choose unexpected paper textures or colors to add visual interest. Another creative touch is including a colorful invitation inside a translucent envelope, just begging to be opened and read.

Instead of going with the normal, expected and boring, make your next direct mail piece stand out. By adding a few subtle and unique touches to your mailings, you can significantly increase your recipient's curiosity and make it far more likely they will open up, look inside, engage with your piece and reply. Visit Envelopes.com to see all of the possibilities. ✉