

# 50 Direct Mail Tips

## DMA 85<sup>th</sup> Annual Conference



Scott Swedenburg  
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## 50 Tips

1. Plan
2. Lists are the most important component of your mailing.
3. Know your best customers and find more like them.
4. Segment your clients or donors.



## 50 Tips

5. Use a list broker
6. List hygiene
7. Dates matter
8. What's your offer?
9. Match offer to list



## 50 Tips

10. Exclusivity
11. Excitement
12. Simple
13. Guarantee
14. FREE



## 50 Tips

- 15. Envelope teaser
- 16. Use front and back
- 17. Lumpy
- 18. Colors
- 19. Size



## Top 50

- 20. Design for results
- 21. One to one letters
- 22. Dear Friend
- 23. Serif type
- 24. How long?



## Top 50

- 25. Tell a story
- 26. Focus on the prospect not the product
- 27. P.S.
- 28. Use pictures
- 29. Ask for the order



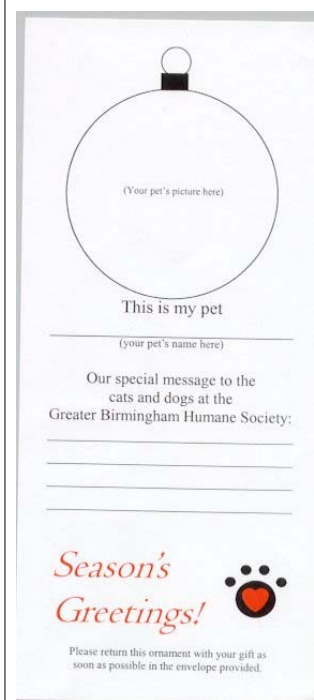
## Top 50

- 30. Ask again
- 31. Don't let your page end
- 32. You is good
- 33. Try messy
- 34. Be specific

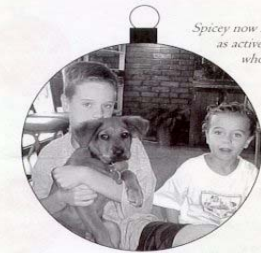


## Top 50

- 35. Testimonials
- 36. Vary paragraph lengths
- 37. Personalize
- 38. Lift Note
- 40. Involve the reader



Attach a picture of your pet or write a note about your furry, feathered or other animal friend and send it to us today with your gift.



*Spicey now has two boys,  
as active as she,  
who love and care for her.*



*Hope now  
weighs over 50 pounds  
and has a loving home.*



*Fluffy and his siblings  
all have new homes.*

P.S. Last year we received a very special picture. A World War II veteran sent a picture of a dog he and his fellow soldiers adopted while stationed in Europe and had secretly brought back to America. The picture was taken on the Navy ship in which they returned home. Please include a picture of your pet or write a note about the animal(s) you love. We would love to learn more about them get to know them.



## 50 Tips

- 41. Have a deadline
- 42. Mail a follow-up
- 43. Test stamps, meter and indicia
- 44. Take advantage of other media
- 45. Design for results and savings



## 50 Tips

- 46. Track results
- 47. Give options 1-800, website, fax
- 48. Reply vs. BRE
- 49. "Thank you" with a chance to buy again
- 50. Ask for email address



## 50 Tips

51. Find a partner



## Thank You!

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