

DIRECT MARKETING STRATEGIES

THE 6 RULES OF SMALL BUSINESS DIRECT MAIL SUCCESS

Duct Tape Marketing Coach | March 3rd, 2009



A well-constructed sales letter is considered salesmanship in print, allowing a business owner to make their sales presentation to hundreds or thousands of people at once without ever leaving their office.

In today's high tech world of e-mail marketing and internet strategies, direct mail sometimes takes a back seat to other marketing strategies. But, when done properly, direct mail is still one of the most powerful marketing tactics on the planet for the small business owner.

To increase the effectiveness of any direct mail campaign and to get the most "bang" for your marketing dollar, the ad must follow certain rules.

Rule #1 - Only Use 2-Step Direct Response Advertising

Most direct mail ads that clog your mailbox are those "buy now or else we have nothing else to offer you" ads that do very little to educate a customer about what makes a company different or why they should even buy from you in the first place.

So exactly, what is 2-step direct response advertising?

Direct-response advertising is an ad intent on generating a very specific response from the

reader. The two-step approach provides the reader with the ability to take a “baby step’ to find out more information about your company, before you try to sell them. The goal of the ad is to “warm your prospect up” with educational material, not to make the sale.

Some of the things you can offer your prospects in your two-step ads include: free reports, free samples and free seminars. This type of ad will almost always generate a higher response from potential customers because the purpose of the ad is to educate your prospect on what makes your company different from your competitors and to get them to take a low-risk next step.

Rule #2 - All ads should have a single purpose

The KIS method applies here . . . keep it simple Sam. Your ads should focus on the one thing you want your prospect to know or do and then keep asking them to do this throughout the ad.

Rule #3 - All ads should have a powerful headline

Your ads must get read in order for you to have any chance at getting your prospect to take the desired action. You get attention for your ad with a benefit-promising headline that entices the reader to keep reading. Notice how I said benefit-promising headline and not feature-promising headline. People don’t buy features; they buy great results or benefits. For example, you’re not buying leather seats for your car; you’re buying comfort, beauty, and prestige. Great headlines will get your direct mail ads read.

Rule #4 - All ads should clearly state the benefit(s) the reader will get by taking the requested action

Clearly state the most important benefit your reader will receive by taking action. For example, If I can show you how you can double your income by giving me just 30 minutes of your time a month, would you like to learn more?

Rule #5 - All ads should provide proof that you will deliver as promised

Testimonial quotes from satisfied clients are an excellent way for you to prove that you have delivered the results you claim for others. The testimonial should specifically state how your product or service solved the problem or changed the life of your satisfied customers.

Rule #6 - All ads should make an offer with a specific call to action

Always give your readers a specific reason to act with an offer of a free report, free seminar, etc. Make it easy for your prospects to respond to your ad. Lead your prospects with a couple of ways to respond to your offer by providing a telephone number, an e-mail address or a web address.

Business owners that follow these six rules combined with multiple touches to their prospects and customers greatly increase their odds for direct mail success.

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