

3.5

MISTAKES TO AVOID FOR YOUR DIRECT MAILING

VERAPAX
MARKETING

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Are you frustrated with the expense and jargon of these SEO digital marketing 'Gurus' telling you to buy their product on one Facebook commercial after another? You realize a website is important, but bidding on clicks and attracting attention on social media can be exhausting and growing in price everyday.

So you want to send out some letters to your prospects, that's a great idea!

- Have you researched and packaged everything up to send over to your direct mailer?
- Do you have your mailing list?
- Are you focusing on a geographic area or a certain home value and size of family living there?
- Will you create the graphics for the Post Office to approve the address label placement?

*Before even that maybe we should ask if you even were aware that bulk mailing allows you to send your postcard or letter as much as **50%** less than retail postage?*

We want to help you navigate this path so you feel confident that your mailing is thoughtful, strategic and effective for your marketing time and dollars.

Here are the 3 (and a half) mistakes we see ALL too often.

MISTAKE 1)

Target Market: Can you recall a time that you were serving hot dogs to a group of people at a party or BBQ and then you ask the next person that walks up if they would like one and they have a look of disgust? The next words out of their mouth are "Do you have any veggie dogs?" That's a face palm moment.

Unfortunately, this happens with direct mail. Sending 'vegetarians beef hot dogs' or sending high end car ads to the lower income side of town or mailing a postcard for baby toys to couples with no children at all!

So take 10 minutes and think about your ideal clients. Think about who you want to target. And now let's do it!

MISTAKE 2)

Graphic Layout: When it comes to printing in general, the online software and quick design apps out there are easy and cheap right? Here's the catch, if you are not sure of the details, the layout a customer brings to us can either be low quality, not to size, improperly spaced or overall in the wrong color format. If you have a full time designer with USPS knowledge and experience creating postcards, GREAT!

5 minute call with your designer so we can send them a template (For FREE) and make sure they understand the other jargon questions we will have for them.

Otherwise, keep it easy, this is how we help clients day to day. You go and win, let us put your design together.

MISTAKE 3)

List Quality - Similar to the vegetarians offered a hot dog, a bad quality list lacks impact and can RUIN your whole mailing. How many home warranties would you sell if the list only went to apartments?

This step is simple, brief and sometimes just not questioned at all. "We have a client list, everyone wants what we offer" and you spend \$5K on postage that went to homes who never even wanted your offer.

The list can be very low cost, and it can be over \$1000. But what are you selling, who is your target market and is the design of the piece going to speak to them in the correct way and communicate your message?

How sad would it be that you have a beautiful design, defined your target market, but you didn't spend a few dollars more for a list quality that is superior. Now you wind up feeling the whole project went to bust and you wasted money.

MISTAKE 3.5)

Losing money to the Post office or thinking you can.

The mistake we can save half the time, and the other half we have no opportunity is postage.

How much is a stamp now? Mid 50 cents? That doesn't include paper, the list, design time, ink, toner, overhead... did I miss anything?

So you wanted to 'Save Money' by mailing out 500 postcards yourself? But then you spend 20 hours addressing, stamping, designing and personally printing and cutting paper.

VeraPax can guide you through all of this hassle, save you the mess around your office. Save the labor hours where you can MAKE money instead of trying to save it. Ultimately, we have proven time and again some simple postcards can be completed start to finish with everything noted above INCLUDING postage for at or less than a first class stamp a piece.

So what are you waiting for? Don't make a mistake, you don't pull your own teeth, you probably don't even change your own cars' oil. So use an expert to guide you through your direct mail campaign and not only save time and money, but mental capacity and increase your revenues!

The VeraPax Team,



P.S. don't be on the wrong side of the half mistake!

Call Now 602.995.7841

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