

3 Ways to Shoot Up Your Direct Marketing Response Rate

There's been a debate over whether Direct Marketing is good enough to sustain itself versus other less expensive ways. Regardless, completely shutting your direct mail efforts will be an extreme step to take, just as going overboard with it.

Given the situation, it is the best to evaluate what a great DM strategy looks like. If you want to shoot up your DM response rate, here are some quick tips to a DM strategy that converts:

1. **Unveil existing markets:** Remember, DM is not to create a new market but to discover and, leverage on, existing ones. If you are hunting new markets through Direct Marketing, STOP! No matter how good your campaign, the consumer will reject it if you're selling something they never wanted in the first place.
2. **Tackle emotions first:** You must have seen a lot of marketing copy that lists a zillion logical reasons for the customer to get a product. Unless a copy caters the recipient's emotional side, all logic falls apart. The point? Make sure your DM copy speaks and engages your customer. Do not just hard-sell!
3. **Do not re-invent the wheel:** Employ techniques that you know will work. For example, give the customer an option to opt out if they wish. Send gifts or free coupons rather than discounts codes. Speak about the benefits and not the features of your product.

The above pointers will help you create a stream-lined campaign and boost sales. However, if Direct Marketing is getting on your nerves or proving too time-consuming, consider engaging a marketing agency to send DM on your behalf.

The advantages of hiring an agency are many: A good marketing agency carries experts who can pitch in an emotionally appealing way as well have solid experience to back up their skills.

Save your DM from landing in trash and employ these tips today.