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How to Win Sales by Effective Mailings

Without professional mailings, any business is doomed to fail. For many companies it is the most cost-effective form of marketing. It allows targeting customers with greater accuracy than any other method. Yet, it is amazing that some companies have still not realized how important their mailing communications are. Here are some marketing tips to get your mailings on the right track.

Keep your message simple

Remember: Our brain can process only 3 percent of all information inflow. And, you have only 5 seconds to get attention. So, what will appeal to your customer group? What will catch their eye?

There is one important rule of thumb: “Keep it simple and stupid” (KISS). To get the attention of the addressee, your message has to be concise, personalized, easily read and free of any ambiguity. Don’t confuse people with more than one offer or news. If your offer is good, it will attract customers. If not, making more offers merely confuses. Make sure your language is convincing and your design attractive. If you don’t have a good eye for language or design, find someone who does. External marketing experts can advise your employees on all necessary skills.

Create emotions - even in the B-to-B environment

Human brain is divided into two main areas with different functions. The left cerebral hemisphere concentrates on aspects of language and thinking, the right one on emotions, pictures and feelings. Neurobiology shows that the left area works well after emotions and pictures stimulated it. Accordingly, to ensure success, the layout and content of your mail has to stimulate both hemispheres of the reader’s cerebrum. Carefully selected highlights, drawings and color help you to catch his emotional eye.

Three seconds – and it’s all over

Human short-term memory can save any information only for a short period of three seconds. Only messages that have been repeatedly confirmed reach the long-term memory from where they can be easily recalled. Accordingly, in your mailings you have to tell the reader precisely and right to the point what you want. And you have to repeat your message. People are most likely to read the headline, bullets and p.s. Make sure the same message is being conveyed in all three. When repeating your key message, avoid creating boredom or antipathy. Here again, professional expertise can help to bring your message on the right track.

Answer non-asked questions

Your mailings have to answer every question the recipient might intuitively ask himself when reading your message. Therefore, first, the sender of the message and his

motivation must be clearly identifiable. Second, it is absolutely crucial to know the habits and economic situation of your (potential) customers, i.e. their needs and wants. Your mailings will catch the eyes and brains of your readers only when you make your message relevant.

Research and Analysis – Target Marketing and Timing

Your customer database, or mailing list, is the foundation of your mail campaign. Yet, before sending the same message to the entire list, think of doing some basic customer research. After all, what good is a message or offer if it is sent to an unreceptive market? By knowing your (potential) customers' needs and wants, their buying behavior and preferences, you can segment the list and tailor your marketing message.

Be careful with the timing of your mailings. Avoid holiday seasons and school breaks. For some of your target groups there might be a better or worse time for launching a mailing campaign (trade fairs, seasonal peak times, etc).

Experienced consultants can assist you to collect all necessary data to start a tailored mailing campaign. Sending unique messages to specific customer segments will save you money; increases response rates, and maximizes the lifetime value of your customers.

Conclusion

The fight for attention is getting tougher and tougher. To succeed, your marketing message has to be tailored and personalized according to the needs and wants of your target group. Otherwise, your mailings will be ignored and pitched in the bin.

With their experience and valuable networks, external experts can help you to get your direct mail on the right track to ensure the highest rate of success.

Call us at #49 (0)611 / 3411712. Mrs. Monika Frick-Becker will be glad to answer your questions.

MFB Resultants – We Create Results

Contact:

MFB Resultants GmbH
Luisenplatz 1
65185 Wiesbaden
Germany

Phone #49(0)611 / 34 11 70

Fax #49(0)6 11/ 34 117 22

kontakt@mfresultants.com

www.mfresultants.com