

# Top 5 Reasons Direct Mail Fails

Your prospects and customers are bombarded by marketing messages across multiple channels every day. However, the mailbox remains a viable channel in an increasingly digital world. It is important to remember which tactics you need to employ to create an effective direct mail campaign.

## Here are 5 reasons the Direct Mail programs fail and how to avoid these common mistakes:

- 1. Poor Mailing List** – whenever possible, it is better to use a house list that you have developed over time. If you are planning on using a rented or purchased list, make sure you work with a reputable list broker who can provide details about how their list was developed and how often it is updated.
- 2. Lack of Customer Focus** – It is difficult to avoid the trap of marketing via a laundry list of all the features and benefits of your product or service. Your message should be customer-focused and speak to the problems and issues your prospects face and how your offering provides solutions. Without a customer focus, your mailing is headed for the recycling bin.
- 3. No clear incentive to Act** – As a marketer, it is critical that you understand what motivates your prospects to become customers. Your customer needs to understand “what is in this for me?” right away. Your offer needs to be clear and relevant and provide motivation to act on your offer.
- 4. Need to make it Personal** – Prospects and Customers expectations have changed. They understand that marketers are collecting data whenever they interact with your brand. They expect you to leverage that information to provide offers and opportunities that are relevant and meaningful to them based on their unique needs. Print technology has evolved to the point where it is possible to make each printed piece unique to each of your prospects. Combining your data with digital printing technology can raise response rates significantly.
- 5. No Measurements** – Every marketing initiative needs to begin with how success will be defined and measured. Without measuring how your mailing achieved your goals, you will miss out on the opportunities for improvement for the next mailing. Measurements can include A/B split testing to see which of two offers is more compelling. It can include unique coupon codes to allow you to attribute which of your marketing campaigns or channels led to a purchase.

The good news is that direct mail remains a viable and productive channel for you to reach prospects and customers. Clarity Marketing Services has been helping our customers design and execute successful direct mail campaigns for over 30 years. In that time, we have evolved with all of the exciting technology advances and have put them to work to drive increased returns on investment.

If you would like to speak with us about your next project, simply [click here](#) to contact us.