



FACT SHEET

TIPS FOR DM SUCCESS

Keeping your mailing piece environmentally friendly isn't difficult to do, there are so many options and solutions for you from recyclability to carbon offsetting, these tips will help you keep your mailer in good environmental health without compromising on the 'wow' factor that mailing creates.

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Use photographs rather than illustrations.
They are more believable



Use a money back guarantee. It is a strong tool
for overcoming prospect inertia



In the final stage of your preparation, test the
copy on someone who knows nothing about
your campaign. Take note of their reaction and
make changes as necessary



Restate your major benefit in a carefully worded
PS - it is often the first thing people read

Source: Frank Chamberlin, How to make your Direct Mail more impactful, VoPP Mag - The Direct Issue, 2018