People you can trust...dedicated to servic

AMi eNewsletter

Supporting Marketing with Impact

Ideas for Impact

Right-Sized

Postage Type Has an Impact

Network with Us!

The More the Merrier

Forward this email to a Friend

According to the U.S. Postal Service, 77% of consumers sort through their mail as soon as they get it.

Increase the likelihood that your direct mail piece will be seen:

- Make sure your list is accurate.
- Format the delivery address properly.
- Include a return address.
- Add a compelling teaser.
- Don't forget the postage.

August 2010

Take a Lesson from the Students in Your Community: Go "Back to School" and Back to the Basics of Direct Mail.

Chances are, you've been producing direct mail so long you could create a campaign in your sleep. As a result, however, you risk falling into a rut, creating direct mail with the same tone, look, and size, which generates the same response. This month, while children and young adults everywhere prepare to go back to school, become a student yourself by reviewing some basic direct mail facts. You might be inspired to change things up, inspiring your customers and donors to find a new interest in your message.

Lesson one: every direct mail campaign addresses three key components. If you don't stop to think about each of these issues every time you create a new campaign, you may be sabotaging your response rate:

1. Audience. Although the first goal of any marketer is to get the piece opened, the immediate goal thereafter is to get the recipient to act. Choose your list carefully, always defaulting to your house list and researching potential rental lists as completely as possible. You could design a gorgeous four-color brochure promoting athletic equipment, but if you're mailing it to people who only watch sports, not participate in them, then you're wasting your money.

2. Offer. Whether you're announcing a new product or service, soliciting a donation, or promoting a special, your offer must be relevant and intriguing to your audience, it must communicate an urgency and a call to action, and it must be easy to follow-through on.

3. Budget. While you may need to account for the costs of hiring a graphic designer or the use of graphic images, your budget should consist of four main expenses: mailing lists (if any), printing, mail shop, and postage. How do you know how much to budget? Look at your projected ROI and work backward: how much you invest in your campaign depends

on how you expect out of it.

If you have any questions under the marketing umbrella, let us know.
Send your questions to us today. We are here to help!

Lesson Two: Select a Size

When it comes to designing your mail piece, size does matter

Postcard. Postcards communicate your message with a minimum of fuss and maximum opportunity. After all, you don't have to hope your recipient opens your mail, just that he/she flips it over. Postcards let you convey your message quickly, but you must also convey it concisely, so reserve your postcard usage for quick announcements, coupons, and thank-yous. All postcards must mail first-class, and they must meet the following specifications:

- rectangular
- at least 3-1/2 inches high x 5 inches long x 0.007 inches thick
- no more than 4-1/4 inches high x 6 inches long x 0.016 inches thick

Letter. Letters, which include both envelope mailings and self-mailing brochures or newsletters, give you more realty to convey your message. They can take a number of formats, from #10 envelopes to folded and tabbed 6 x 11 flyers. All folded self-mailers must be tabbed, and all letter pieces must meet the following specifications:

- rectangular
- at least 3-1/2 inches high x 5 inches long x 0.007 inches thick
- no more than 6-1/8 inches high x 11-1/2 inches long x 1/4 inches thick

Flat. Often seen as full-sized (8-1/2 x 11) flyers, envelopes, and newsletters, flats convey a greater sense of importance and impact. As a result, however, they also incur the greatest costs, too, since weight affects price, especially for first-class mail. All flats must meet the following specifications:

- have one dimension that is greater than 6-1/8 inches high OR 11-1/2 inches long OR 1/4 inch thick
- be no more than 12 inches high x 15 inches long x 3/4 inches thick

For the pros and cons of mailing a flat direct-mail piece, and for tips to designing a flat, refer to this month's blog.

Lesson Three: Pick the Perfect Postage

Your design choices aren't limited to the inside of your mail piece.

You've agonized over the audience for your mail piece, labored over the language of your message, and dissected the design of your campaign. There's nothing else to consider, right? Well, actually there is...

How you pay for the postage on your mail piece can impact not only your costs and convenience but also impact the appeal of your mail piece for your audience. How?

Stamps. The only postage option available to the individual consumer, stamps give a direct mail piece--particularly envelope mailings and postcard mailings--a personal feel and a sense of urgency. However, applying stamps on a mail piece costs you, the mailer, more at the mailshop.

Metered Postage. With metering equipment available for in-house use by companies and organizations, metered postage provides a mail piece--particularly envelope mailings--with more of a "business transaction" feeling.

Permit Imprints (indicias). Although mail delivered with an indicia most easily identifies a mail piece as bulk mail, using a pre-printed indicia provides your mail piece with a cleaner, cost-free payment option that consumers could interpret as more professional.

Mailers Postmark (Cancelation) Ask your AMi Account Manager for more information on this service and how it can boost your response even more!

AMi Direct provides marketing solutions that increase your response rates and ROI.

With more than 30 years experience, AMi's deep understanding of direct marketing makes us your ideal partner for developing high-quality, solution-based marketing programs. Team with us and experience nothing but top customer service, on-time, high-quality and the best results from your marketing initiatives. Services include: Fulfillment Services, Print and Logistics Management, Strategic Campaign Planning, Cross-Media Marketing, Mailing Services and Data Management. For more information visit www.amidirect.com or call 800-663-2415.

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