

AMi eNewsletter

Supporting Marketing with Impact

Ideas for Impact

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Make an Offer,
Then Make it Easy



You've
crafted
your
offer

and cultivated a strong
argument for your

October 2011

Offer! Offer! Read All About It!

Last month, a friend of ours received a direct mail letter from the dealership that she and her husband bought their last vehicle from. The offer it contained seemed so generous that they agreed it must be too good to be true. Still, they couldn't stop thinking about it. They received the letter on a Thursday. On Friday, her husband called the dealership to confirm their understanding of the offer. By Wednesday, even though they weren't even thinking about replacing their car, she was at the dealership, talking about a trade-in. And these folks don't make spontaneous decisions.



When was the last time you received an offer that compelling? When was the last time you mailed one?

While "too good to be true" offers shouldn't be mailed frequently, they shouldn't be overlooked, either. You can craft an offer so powerful your recipients can't help but respond. Read on to learn how. Then, check out [this month's blog](#) to see what role your Customer Service Department plays in your offer.

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

Make It Relevant

What makes an Offer Compelling?

A deep discount. A celebrity endorsement. An air of exclusivity. It could be any of those things or none of those things. What makes an offer compelling depends on your audience.



In the case of our friend, the offer was time-sensitive,

recipients to take action. Have you made it easy for them to say "yes"? Increase response on your offer by including one or more of the following in your mail piece:

- Multiple payment options
- Multiple contact methods
- Testimonials
- Money-back guarantee

Why Choose AMI?

- **In Business for over 30 years**
- **Experienced, Knowledgeable Staff**
- **Meticulous Production**
- **Accurate, Timely Results**
- **Personalized Service**

money-based, and very targeted. According to the letter she received, the dealership offered to buy back any vehicle in safe operating condition "at 100% of the factory full-base model MSRP when new (as provided by NADA)." The letter claimed deductions from the trade-in value would be made only on mileage, paint, and collision work. But the offer applied only to previous and current customers of the dealership. And recipients of the letter had only until Friday to take advantage of the offer. Despite not being in the market for a new car, our friend couldn't resist the possibility of getting a greater-than-average trade-in for her vehicle and made the call and the trip to the dealership.

What motivates your donors, members, or buyers? What do they need? Is there a particular event or season or occasion coming up that could drive a response? Once you figure out what makes your market move, make your offer.

Keep it Real

Is Your Offer "Too Good to be True"?

David Hannum, a competitor of circus giant P.T. Barnum, once said, "There's a sucker born every minute." While some organizations thrive on smoke and mirrors to generate sales and interest, reputable organizations and businesses prefer the long-term benefits of strong features- and benefits-oriented copy. Their customers do, too.



In your excitement to create a mind-blowing offer, pay special attention to the following elements in your direct mail piece:

1. The fine print. Any time you read something "too good to be true," you look for the catch. When you make a strong offer in a direct mail piece, don't be coy with the details. In our example letter, the details of the deductions--for mileage, paint, and collision work--were included in the fine print at the bottom of the letter. If they hadn't been included at all, our friend likely would have blown the letter off as an exaggerated hoax to get people to call. With those details, however, the "too good to be true" sounded more plausible.

2. The language. In your offer, you can tease. You can be clever. But above all, you should be honest. If you fail to disclose key information, or if you mislead your market in any way, you could not only turn potential responders away instead of inspiring them to act, but you could also permanently tarnish your image. As freelance copywriter Robert Bly said in his *DM News* article, "Blockbuster's Deceptive Advertising: Are Direct Marketers Also Guilty?," "if your gut tells you that your promotion is deceptive, it probably is. And you should probably fix it."

Don't forget to be specific. More people respond to, "Your donation provides children in XXX county with complete, nutritious lunches five days a week," than "Your donation

helps feed children in your area."

3. The timing. Limiting your offer to a specified time period creates a sense of urgency and prompts people to make decisions. When including a time-sensitive element in your offer, consider the size of the investment you're asking your recipient to make when you set your deadline: the smaller the investment or commitment, the shorter the deadline can be.

Also, consider mailing the piece first-class. Although it increases your postage costs, mailing first class greatly increases the impression of your piece's importance, and it reduces the possibility of your offer arriving too close to--or worse, after--your offer deadline. Narrowly targeting your audience could reduce your list size and make first-class a more viable option. If a smaller list isn't possible, or if first class postage simply isn't in your budget, work with your print and mail shop providers far in advance to make sure you allow plenty of time to prepare and drop your mail piece.

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



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