

8 essential elements OF A DIRECT MAIL PROGRAM

So you've decided that Direct Mail is right for you. Knowing these 8 critical elements may make a difference between mediocre and exceptional results!

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| 1. | PURPOSE / GOALS / INTENDED RESULTS |
| 2. | CLEAR & FOCUSED MESSAGE or PROBLEM / SOLUTION |
| 3. | TARGET YOUR AUDIENCE / MAILING LIST |
| 4. | CREATIVE OFFER or ATTENTION GRABBING COPY (PERSUADE-MOTIVATE-INSPIRE) |
| 5. | CALL TO ACTION, CREATE URGENCY OF RESPONSE |
| 6. | MEASURABILITY ASPECT |
| 7. | REPETITION / TIMING |
| 8. | TESTING (DIFFERENT CREATIVE OFFERS, DIFFERENT FORMATS, DIFFERENT AUDIENCES, ETC.) |

You know your goals, but now what?!

Call TVL today (375-7700) to help with critical elements 2 through 8!

52% of households have ordered products & services based on direct mail pieces they received in their mailbox.



TREASURE VALLEY LITHO

Helping clients succeed with their printing projects and direct mail programs.