

## Top 10 tips for...



1

Identify whether you want to target prospective customers or existing ones and prepare your data accordingly.

2

Make sure your data is clean, up to date and prospective names are spelt correctly, to optimise the effectiveness of your campaign.

3

Be clear on the key selling points that you want to cover in the campaign.

4

Don't be tempted to fit too much onto the piece - be clear and concise.

5

If you include a Special Offer, ensure you communicate this to your team.

6

Adjust staffing levels accordingly, to prepare for an influx of enquiries.

7

For long-term campaigns, evolve its identity to keep it fresh in the eyes of your customer.

8

Check and double check the final piece before it goes to print. Incorrect phone numbers and website addresses are often easily missed.

9

Don't forget to add a 'Call for Action' and make it stand out within the design.

10

Monitor all enquiries to establish what is working and what is not.

For further advice, call Creativetypes. We have created hundreds of successful direct mail pieces and can advise you how to make the most of your budget.

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