



Direct Mail Strategy Guide

FOR BUSY PROFESSIONALS

As a busy professional, you know that every investment must yield tangible results. You understand the value of time and money and the high stakes involved when choosing the right marketing strategies. This is where direct mail, an often underestimated yet remarkably effective strategy, comes into play. In this guide, we will introduce you to the art of leveraging direct mail and strategic gifting to its fullest potential.



Top 10 Direct Mail Secrets for Busy Professionals

Do you want to gain more traction in your business and create a loyal following of customers? Here are ten proven marketing secrets that can help you stand out, build a strong base of fans, and take your business to the next level!



SECRET #1 Personalize Your Mail

Personalize your mail by including your client's name, pictures, pet's name, and more. Imagine how surprised they will be to receive a personalized card with their name on it and the added touch of including details that are unique to their specific situation. It's a thoughtful gesture that shows you care and goes a long way towards building a strong, lasting relationship with your clients.

SECRET #2 Don't Spend Your Marketing Budget All at Once

Avoid spending your entire marketing budget on one gift. Instead, spread it out over time to provide personalized and thoughtful gifts to your clients. By doing so, you can ensure that your clients think of you frequently and that you stay top of mind. This will help you build long-term relationships with them and increase the chances of referrals and repeat business in the future.

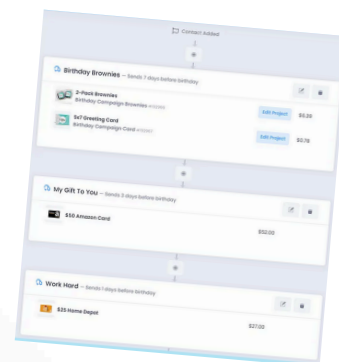


SECRET #3 Track Your Direct Mail Results with Dynamic QR Codes

Enhance your direct mail campaigns with Dynamic QR codes, enabling you to track responses and swiftly follow up with individuals who show interest. By including these codes, you're not just simplifying engagement for potential clients, but you're also gaining valuable insight for targeted follow-ups, based on who scans the QR code from your mail pieces.

SECRET #4 Have an Automated System in Place

As a busy professional, you have a lot on your plate - from scheduling appointments to generating new business. To make things easier, consider implementing an automated system that allows you to send cards, gifts, and other materials with just the click of a button. You can use it to send marketing materials, notes of appreciation, birthday cards, gifts, and more. This will help you stay organized and on top of your game, while also showing your clients that you value their business and care about their experience.





SECRET #5

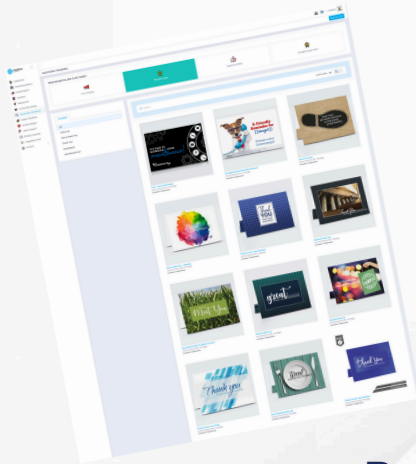
Leverage Postcards to Market Your Services

One of the most effective ways to market your business is through direct mail strategies. Postcards can be a crucial part of this approach, as they allow you to target specific areas and reach potential clients directly. And we specialize in letting you send unlimited postcards free - just pay postage!

SECRET #6

Stay Top Of Mind with Long-Term Direct Mail Campaigns

As a business professional, building better relationships is key to dominating your market. One great way to achieve this is through long-term direct mail campaigns. Easily plan and automate your touch points for any duration - be it every month for the next 6 months, 2 years, or even longer. This set-it-and-forget-it approach ensures that you effortlessly stay top of mind with your audience and build your brand over time.



SECRET #7

Don't "Re-Invent the Wheel!"

Explore a world of convenience with our comprehensive collection of design and automation templates tailored to meet all your needs. From customized thank-you notes that resonate with your unique business identity to an extensive array of designs spanning various industries and occasions, our catalog has it all.

SECRET #8

Build Highly Targeted Mailing Lists

Use our list-builder tool to build highly targeted mailing lists of potential customers based on precise demographics. This will help you identify and connect with potential clients in your market at a low cost of just 10c per contact.



SECRET #9

Simplify Your Marketing Using Seamless Integrations

With a one-time setup, you can directly integrate marketing efforts and automate your direct mail campaigns. This means you can easily trigger SMS and email follow-up campaigns based on your direct mail efforts and vice versa. With streamlined automation, you can save time and focus on what really matters - closing deals and growing your business.



SECRET #10

Send Cards and Gifts Throughout The Year!

Stay “top of mind” with your clients by sending them this fun, personalized automation that includes 12 cards and gifts showcasing random holidays throughout the year. Imagine the joy when your phone rings, and it's your client calling YOU to express gratitude for your thoughtful gesture. This unique approach not only sets you apart from competitors but also fosters a relationship that will last for years.



FEBRUARY MAILING

Happy National Pistachio Day

Keep the connections strong and the smiles even nuttier with this unique and memorable greeting card and Pistachio nuts gift.



JANUARY MAILING

Happy Popcorn Day

Hope you have a poppin' great day. Did you know Americans consume about 14 billion quarts of popcorn annually? Keep the professional relationships popping, and let your clients know they're appreciated.



MARCH MAILING

Happy “Plant a Flower” Day

There are more than 400,000 species of flowering plants around the world. Cultivate lasting connections with your cherished clients by sending them a card that includes some seeds to plant.



...to directly
...or trailers
...were awarded for more than
...to 185 Frederick and Louis
...the idea to cover popcorn
...the World Fair in Chicago
...Caramel popcorn is made by mixing a sugar solution or
...sometimes molasses and heating it until the mixture
...caramelize, when it turns to a golden brown, the candy
...is drizzled over popcorn or mixed all together.

[[Firstname]],
Take a break. Grab some
caramel corn and enjoy!
Sincerely,
[[ReturnFirstname]]



APRIL MAILING

Happy National Caramel Popcorn Day

Send a taste of history and a moment of indulgence to your valued clients with this unique and flavorful greeting.

MAY MAILING

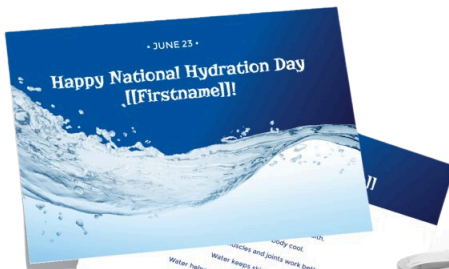
Happy National Miniature Golf Day

Encourage a break from the business buzz with this lighthearted greeting, fostering a sense of camaraderie and shared enjoyment.



...September 21,
...National Miniature Golf Day.
...FOUR" in miniature
...putters are used
...of the more challenging miniature golf
...courses have waterfalls, caverns, and castles with
...obstacles as part of their obstacle course.
...Miniature golf also goes by the names mini-golf,
...midget golf, putt-putt, and penny golf.

[[Firstname]],
Get out and play some miniature
golf to celebrate this fun day!
Sincerely,
[[ReturnFirstname]]



...body cool,
...slices and joints work better.
...Water keeps also supply.
...Water helps cleanse your body - inside and out.

[[Firstname]],
Drink plenty of fluids and
make it a special day.
Sincerely,
[[ReturnFirstname]]



JUNE MAILING

Happy National Hydration Day

Send a wave of "keep in touch" wellness with this thoughtful greeting, encouraging your clients to prioritize self-care.



...invented by James Watt and James Clerk Maxwell around 1825.
...measuring device in the United States.
...which is used for floor finishes and a special mark every
...With advancements in technology, tape measures are now available in digital form
...and some styles use laser and ultrasonic technology to measure.

[[Firstname]],
"All the statistics in the world can't
measure the warmth of a smile."
- Chris Hare
Hope the tape measure that you
smile. Enjoy the day.
Sincerely,
[[ReturnFirstname]]



JULY MAILING Happy National Tape Measure Day

Send a smile and a dash of history with this unique greeting, showcasing your appreciation for the timeless connection with your clients and a handy tape measure.

AUGUST MAILING Happy "Just Because" Day

Send a burst of positivity and a touch of whimsy with this special greeting, expressing your appreciation for the individuality of each client. This simple phone holder and card is a gift they are sure not to forget.



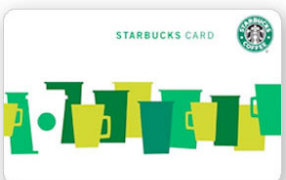
...Joseph's Goodwin of
...ing life, free afternoons and family.
...It waters so much about
...to something with no flame or residue. This day is your
...chance to add a little spontaneity to your life.
...it's a golden opportunity to spread some positivity to others!

[[Firstname]],
Enjoy your gift! Now go spread some
joy and do something unexpected!
Sincerely,
[[ReturnFirstname]]



...and originally chewed.
...instant coffee has been around for
...nearly 250 years.
...The world's most expensive coffee, Kopi
...Luwak comes from animal poop.
...The average American spends about
...\$100 on coffee each year.

[[Firstname]],
Take a break and enjoy a cup of Joe
Sincerely,
[[ReturnFirstname]]



AUGUST MAILING Happy National Coffee Day

Send a warm and caffeinated greeting, appreciating the shared love for coffee and the unique bond with your clients.

OCTOBER MAILING
Happy National Chocolate Day

Send a cocoa-infused greeting, savoring the shared sweetness, and showing gratitude for the relationship with your clients.



NOVEMBER MAILING
Happy National Cake Day

Send a taste of history and a slice of joy, celebrating the sweetness of your connection on National Cake Day.



DECEMBER MAILING
Happy National Brownie Day

Send a slice of brownie history and a dollop of joy, celebrating the delightful moments with your clients on National Brownie Day.

JOIN TODAY FOR ONLY \$79

YES! I'd like this special offer!
Get INSTANT ACCESS to the complete design library!

