

WHAT'S THE PLAN, STAN?

DIRECT MAIL IS VERY MUCH ALIVE AND KICKING - GENERATING SOME OF THE HIGHEST RETURNS EVER. HERE'S THE PLAN:

01

You've got an accurate prospect list for your businesses perfect audience? Great, let's send them a personalised letter that follows the three main rules.

- CREATES IMPACT
- COMMUNICATES SIMPLY
- PERSUADES GENTLY

Each address in the UK receives on average two items of direct mail per day, that's a huge opportunity to get noticed.

With the right message, one that encourages people to take action, you can see how direct mail is out-performing other marketing activities.

Let our marketing team find the reason why people need your business and create a strong direct mail campaign.

STAGE 01 CREATE



02

Once you've signed off the campaign material, we'll personalise, print, pack, and deliver the letter from as little as 54 pence (including postage cost).

Let's make direct mail a successful addition to your ongoing marketing strategy.



STAGE 02 DELIVER

£3.22

ROI for every £1 spent on direct mail.

£3.12

ROI for every £1 spent online.

92%

of direct mail is opened.

83%

of people surveyed by the Royal Mail preferred to receive Direct Mail over Email. Responders said they valued something more if they could both see and touch it.

60%

of people felt that direct mail keeps brands in their mind. High levels of brain activity were recorded when opening direct mail.

98%

of recipients prefer their direct mail to be personalised.

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