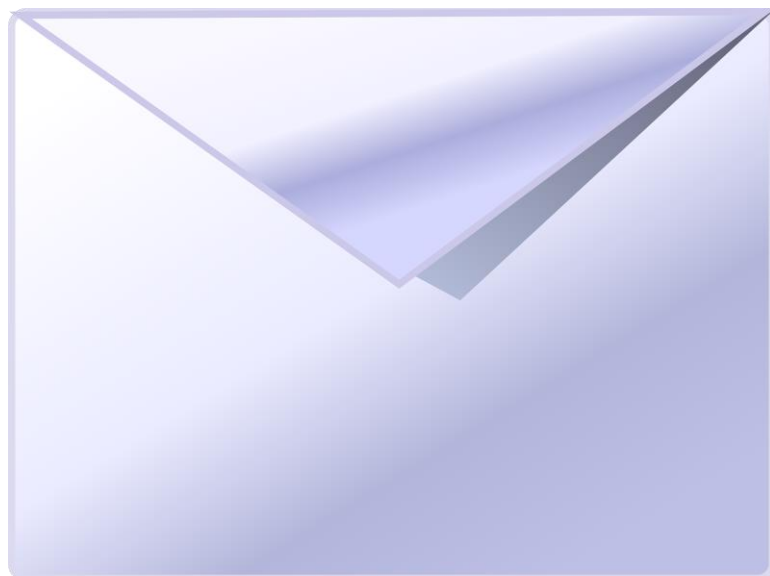


Step-by- Step Guide

To organising a direct mailing campaign



LET'S FIRST LOOK AT THE STATISTICS.

70% of all direct mail items are opened.

63% is opened immediately, with a further **18%** opened subsequently (JICMAIL2019)

IDEAS & CONCEPTS

Planning your DM campaign can seem daunting, so the first thing to do is make a plan. **What do you want to achieve?** The main concept in a DM campaign is that it needs to be eye-catching, so if you're designing your DM from scratch, you need to make it clear and to the point, so that the recipient doesn't lose interest too soon. Keep your message simple and if possible, stick to one main theme. Try not to bombard them with too much information

Postcards can stand out straight away with an offer/snappy headline and colourful images. It's compact, fun, easy to keep on the recipient's desk, and can be a cheaper option. By adding a QR code, you can easily drive more traffic to your website, where they can find out more information.

Using **envelopes** and **polywrap** to enclose letters, brochures, leaflets and flyers means you can include more information outlining your services and products. The Mailing Room can offer advice on design and print and can supply quality letterheads, postcards, brochures and leaflets.

Envelopes range from C6 to C3 size, with windows, or addresses printed directly on them, for that personal approach.

We offer clear or printed **polywrap**, which can be biodegradable or compostable and is fully recyclable.



BUDGET

You will need to decide how much you want to spend on your campaign.

Things to consider are: cost of print, fulfilment and postage. In some cases, data supply and graphic design will need to be included. In most cases, we are able to price your job per item, inclusive of all costs, so it's easier to work out a budget.

GET YOUR DATA LIST

If you already have your own database of clients, it is important to keep it up-to-date and cleansed regularly. There is no point wasting money sending out mail to people where the address is inaccurate, or the person or company have moved on.

The Mailing Room can cleanse your database for duplicates, leavers and deceased, and will cross reference the **Mailing Preference Service (MPS)** and Royal Mail's **Postcode Address File (PAF)** which will ensure your data is addressed accurately. It is a legal requirement, that if you do hold data, you are complying with the updated **GDPR** regulations which came into practice in 2018. How you store and use your data needs to comply with the legislation. You can find more info at www.i-scoop.eu/gdpr/data-processor-gdpr/.

The Mailing Room can also give you advice on sourcing residential and business addresses tailored to your specific requirements, i.e. geographical area, type of business, number of employees, household information, shopping habits etc.

As a processor of your data, we will put the relevant contracts in place and ensure your data is kept secure on our systems and deleted once your mailing is completed.

POSTAGE

The postage service you choose will determine how quickly the mailing campaign will hit. 1st Class is a next working day service and 2nd Class is a 2-3 day service. Obviously 1st Class is going to be more expensive but if you don't need to get your message out in a hurry then Economy Class would be much more cost effective and is still only up to 4 days delivery. Whichever service you choose we can offer excellent discounts on UK and International postage by pre-sorting your database, with further discounts for volume.

Example costs:

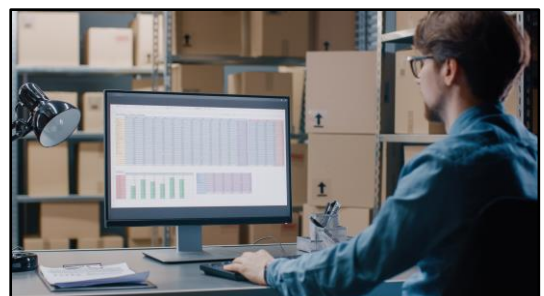
A 2nd Class letter sized item, weighing under 100g can cost:

Standard Stamp – 61p

Under 1000 items – 40p+VAT

1000-3000 – 39p+VAT

Over 4000 items – 23p+VAT



SIT BACK & WAIT!

Depending what day you send out your mailing, it is possible to work out when the mail will land on doormats, allowing you to prepare for extra staffing to deal with the additional incoming enquiries and orders.

It is possible to stagger large mailings, so all of the mail doesn't land on the same day, which can sometimes bombard businesses, with too many calls on day one! We use an 'if undelivered' address on all of our mail campaigns. Any returned items will come back to yourselves, or us to forward on to you, allowing you to update your database and avoid mailing these addresses in the future.

REMEMBER!

It is important to experiment with all types of marketing, both online and offline, and to track the performance of each one, a direct mailing campaign is just the beginning. Following up with emails and phone calls will help keep your message fresh and in people's heads

WE'RE HERE TO HELP SO GIVE US A CALL TODAY

**The Mailing Room (MK) Ltd
Unit 2 Horwood Court
Milton Keynes
MK1 1RD**

TEL: 01908 642 246

EMAIL: sales@themailingroom.co.uk

WEB: www.themailingroom.co.uk

