

# CTAE #9: Creating and Producing Direct Marketing

## Introduction

Even though there are many aspects to the development and creation of Direct Marketing Programs, I have found that in order to manage an DM program effectively, it is important to understand the basics of creating and disseminating a direct marketing piece.

## Designing A Direct Marketing Piece

The principles usually involved in this process are:

1. The offer: This offer constitutes all of the variables that are intended to satisfy the needs of the consumer.
2. The medium and the message: What you have to say to these customers and how you say it to reach your Direct Marketing Objective and the delivery mechanism (Media) to communicate effectively with the customer ( because of some defined demographic, behavior, etc---a positioning criteria).
3. The timing and sequencing of direct marketing and advertising.---reaching the right person at the right time.
4. Customer service: The important techniques for overcoming customer resistance to buying through direct response media—like toll-free numbers, payment plans, free-limited trials, etc...

## The Direct Mail Piece

Characteristics:

- Can sell without a salesperson.
- Self-contained to make a sale.
- Generally higher response rates than other medium in DM.
- Variety of engagement formats.
- The ability for the Direct Marketer to personalize the message across a number of characteristics such as name, usage, income.

- Conducive to Marketing Research because of modifications that can be made by experimenting with content, etc to achieve better response.
- Major drawbacks are junk mail image and the high cost of prospect reached.

### **Components of a Direct Mail Piece**

1. The outer envelope: Customer decides from this whether to toss or open—this is the tease.
2. The letter: Usually 2-4 pages long, Usually, any customer with an interest in the product/service will read the letter. The letter has to carry the full weight of marketing, advertising, and sales effort. The style is personal.
  - Usually begins with a personal salutation—it might point out the offer like you and I might talk to a friend.
  - The first paragraph works like a headline to convince the reader to stay with the message all the way through—the creative means to gain offer involvement---therefore involve the reader create an interest, spark curiosity.
  - The body of the letter provides support, explanation, proof, documentation, details. This is serious hard-sell copy.
  - The P.S.—Sum up and wrap-up-and restate/resell.
3. The Brochure: The visual component, how-to, whys, usually attractive (good creative software available on Word 2003 on, and Microsoft Publisher). Can be one page, Multi-panel folders-brochures, or spectacular broadsheets.
4. Response/return mechanism—Legal contract/order-form and return envelope—usually prepaid.

### **The Letter: Examples**

<http://marketing.about.com/cs/salesmktgtips/a/saleslettertut.htm>

<http://www.nmoa.org/articles/dmnews/directmailsampleHP.htm>

<http://www.annewayman.com/samples/badgeletter.htm>

## **The PAPA Principles for Direct Marketing Mail Letter Writing**

- Promise: Describe the important benefits that the organization offers. What can it do for someone who joins?
- Amplification: How does the organization provide the benefits? What attributes does the organization have that contribute to its benefits?
- Proof: Are there any testimonials that can be given (think on this one), Guarantees? Will it meet the expectations of members???? Will it work and why!!!!
- Action: Give them cost, payment info, and motivate them to want an application to join.

### **CTAE #9: The Direct Mail Letter**

Assignment: Write a direct mail letter with all of the ingredients to Joan Smith, 6645 Bayshore Drive, Rosko, NJ, 93456. Johns name came from a database and is she is an avid swimmer and boogie-boarder, 30-45 yrs old, professional, 60-90K a year income, single. Sell her this product by direct mail. You represent the Ajax swim fin and accessory company. No ppt is needed for this exercise. Make additional copies of the letter for the class.

## **Hydro Silicone Tech 2 Swim Fins**



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The **Hydro Silicone Tech 2 Swim Fins** have been specifically designed to be molded in silicone to avoid blistering as rubber is prone to. Silicone is denser than water which helps keep the feet below the surface - essential when kicking correctly. The actual blend and hardness of the silicone used has been the result of extensive collaboration with the molder, the material is soft, yet resistant to tearing and splitting, and is UV proof as well. The principal function of the Tech 2 Swim Fins is to enable anyone from a novice to an Olympic standard swimmer to achieve an exact kick balance while using their preferred arm stroke. As well as strengthening and toning the muscles, using the fins during swim training gives the legs neuromuscular memory so that when the swimmer then swims without fins, they kick more effectively.

#### Features:

- The shape of the foot pockets has been the subject of considerable research, and along with the dedicated left and right foot fins, give exceptional comfort, and greatly reduce the incidence of cramps.
- The heel strap has ankle cut-outs to prevent chafing and all the edges of the foot cavity are rounded for the same reason.
- The underside of the foot area has a non-slip tread pattern which makes walking round the pool less hazardous, and also means that tumble turns and diving are safer too.
- The angle of the blade surface relative to the foot is different to conventional fins, and has been designed to create the least possible resistance to the kick action.
- The asymmetrical plan shape of the blade allows the fin to be reasonably short and wide without the potential nuisance of the fins bumping together while swimming, or walking - another benefit of using individual left and right foot moulds.
- The "V" rails along the edges of the blade have a dual function - as well as ensuring the blade is sufficiently stiff to function effectively and channel water along the blade, Hydro Sportz have patented them, which means the unique shape of the rails which gives the product its distinctive appearance cannot be copied.
- Each of the 5 sizes has a different blade / foot area ratio to make sure that it is correct

for the persons size - this means the smaller sizes have proportionally longer blades relative to the foot pocket length to create the correct thrust.

- Available Colors: Clear Blue and Black

Sizes	S	M	L	XL
Men	6-7	8-9	10-11	12-13
Women	7-8	9-10	11-12	

Price is \$69.95 a pair.