



The Secret to Marketing Success  
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## 5 Direct Mail Messaging Tips

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Direct mail marketing has many areas of focus, so sometimes not enough time is spent on messaging. Too many times marketers are quick to try something while not thinking it all the way through. Just as the designer took time to lay out the art, you need to take time to lay out the message. Thoroughly vetting WHAT you say and HOW you say it, is essential. In order to have your direct mail messaging be effective there are some things you should consider.

Here are five tips for better direct mail messages:

1. **Not Too Wordy:** The easiest way to get your mail piece thrown in the trash is to put too many words on it. Think of ways to convey your message using less words. Bullets, color text, bolding and italics can all help to highlight the most important words. The KISS (keep it simple stupid) method is best.
2. **Repeat the Message:** The more times a recipient sees the same message the better it is remembered. They are then more likely to respond. Another benefit of repeating the message is that the more often they hear or see it, the more they trust the message.
3. **Focused Theme:** In direct mail it is very important to coordinate your message, your artwork, your design and your audience together to form your theme. When any of these is out of alignment it detracts from your message, confuses the recipient and your direct mail ends up in the trash.
4. **Rhyme:** People enjoy rhyme. It's easy to remember and fun to read. When your message rhymes it resonates more with recipients. Have some fun with your messaging. The best part about rhyme is that you can subliminally coax people with your message.
5. **Brand:** Your brand is how people identify you. If your message conflicts with your brand people will not believe it. They will not trust your message and may even get angry about it. Take the time to craft your message to your brand.

Think about the last direct mail piece you received and really looked at. What about that messaging was intriguing for you? Usually you can pin point a few key words that stuck out to you. Using that information, how can you tailor your message to do the same thing? What words will grab attention and stand out to them?

All the words you place on the mail piece need to work together toward your goal. Is your goal for them to visit your website? Come to your store? Call you? Or something else? When you have a clearly defined goal it makes it easier to craft your message. Not every mailing will have the same goal, so make sure that when you carry messaging over from other campaigns that you carefully edit it to fit your new goal.

Remember that recycling the message from previous campaigns is good for recognition, so you want to do it. Just make sure that when you do, you are integrating it into the new campaign well. Some wording will need to change and you may need to highlight different key words. Crafting your messaging can be really fun, so take some time and get inspired to be creative.