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Regardless of the use of social media and online marketing, direct mail remains a favorite of many business owners. Why? Because it is a straight forward way of measuring response and return on investment. With a good tracking method, you will know just how effective your campaign is. If the result is poor, you will know how to make the necessary changes. This will help you make your campaign as effective as possible.

All is well, right? Not really. There are important factors in direct mail that you need to know to ensure that your campaign will be effective and successful. Aside from making sure the direct mail pieces are attractive and preferably printed by a reputable printing company, there are other important things you need to consider. These are the following:

1- Mailing list. In order for a direct mail campaign to be effective you need to get it into the hands of the right people. This will require you to have a good mailing list. If you already have a mailing list, you need to constantly update it. Remove duplicate contacts, those who haven't responded to any of your campaign, and those that have changed address. Make sure the names that are in the list are those that are active so you are sure to get good response from every campaign. If you don't have a list yet, you can organize it yourself or rent one from a reputable list broker. Make sure the list is appropriate to your target market so you can send your materials to the right audience.

2- Consider the postal regulations. If you want to design oversized direct mail materials or include embellishments on them, make sure the postal office will accept your material. It's important that you are familiar with the regulations so you don't waste your money on unacceptable materials. Your designer or printer can help you design the perfect material acceptable by the post office. Talk to them so you know how to best design your direct mail pieces.

3- The use of eco-friendly materials. A lot of talks about direct mail and its impact on the environment these days. Some marketers advocate the use of the computer to reduce the use of paper. But this doesn't mean that you have to completely forget about direct mail. There are ways you can do that will help you reduce environmental impact. For instance, you can use recycled paper. A lot of printing shops today offer this kind of paper. If you are printing online, ask the printer if they offer such kind of paper. You can also use vegetable-based ink to reduce emissions of toxic chemicals in the environment. If you can find a printer that support eco-friendly printing, all the better.

4- One card one message rule. Direct mail materials are meant for easy reading. If you put a lot of ideas and messages on them, people will only get lost in the translation. It's best if you follow the one card one message rule. If you have several ideas to communicate, better put them in several materials.

Focus on the quality of your direct mail materials and you are sure to take advantage of the wonders of this campaign. Direct mail may seem an easy and simple strategy, but if done well it will bring your business to greater heights.

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