



## Hot Trends in Direct Mail

### **Square is So . . . Square!**

You can now use a variety of shapes – everything from apples and automobiles to snowflakes and zoo animals – to get your customer’s attention – minus the envelope! Try to create a design that quickly conveys something about your business. For example, if you are a bakery, you may want to design a donut or bread-shaped mailer. If you sell jewelry, pique your customers’ interest with a huge, sparkling diamond in their mailbox. Custom-designed mailers tend to stand out from other mail and get noticed, plus the more novel the piece, the more likely that customers and prospects will share the piece with friends and family, thus extending the life of your mailer.

### **Let’s Get Personal.**

Variable data printing is a fairly recent technology that enables marketers to cost-effectively personalize mailers and other documents. Personalization delivers greater impact and is four times more likely to generate a response since the message is more targeted and meaningful to the recipient. Mailers can be customized to include personal and company names and address the recipient based on certain habits or lifestyle traits. For example, if you are trying to reach dog owners, you can personalize a mailing with photos of dogs and information on dog care and products. A separate personalized piece can be designed for bird owners.

### **Messages that Stick.**

Repositionable notes (often referred to as “sticky notes”), provide an effective way to quickly grab reader attention. Repositionable notes are a great way to add a “personal” note to the recipient, especially if printed in a script type font. They can also be used to draw attention to a particular benefit stated in the direct mail piece. For example, your note might say something like “See page 5 if you want to start saving money now on your car insurance.”

### **I Think it’s Moving!**

Your customers’ curiosity is on your side. Few of us can resist finding out what that bumpy thing is inside an envelope. Inserting some type of three-dimensional object in your mailer can be an effective way to get it opened. Who can resist a free gift? Such items do not have to be costly as long as they add intrigue to the process.