



## **Direct Mail – Campaigns, Services, Pricing**

Direct mail continues to be one of the most effective tools for reaching individuals who meet your target profile. Some might tell you direct mail is old school – and I guess it is – but nothing beats the impact of a physical, tangible message delivered into the hands of potential buyers.

### **Know why you're mailing**

It goes without saying that you should know you're objective before you begin. By that, I mean are you generating leads, orders, free trials, store traffic, retail purchases, seminar attendance, subscriptions, donations? The reason is that different objectives call for different strategies, different offers, different formats and will very likely produce different response rates.

### **It starts with your list**

Most everyone agrees that the mailing list is the single most important element in your direct mail campaign. But finding the right mailing is tricky. First, don't start looking for lists until you have developed a customer profile. We can help you with that.

### **Don't overlook the offer**

While the list will help you reach the right people, the offer will help you generate the response. Take some time to develop an offer that fits your objective. Consider creating a lead magnet for a lead program, a discount or bonus for an order program, a coupon for a retail program or a free gift for a donation program. This is important. Don't overlook it.

### **Think before you write**

Writing is tough enough as it is, but you can make it easier on yourself if you know what you want to say. Take some to identify your key selling points and how you want to arrange them in your message. Consider where you will place your offer and how prominent it will play in the message. Think about ways to build your credibility. And don't forget to explain how your prospects can respond.

### **Your direct mail production checklist**

- ✓ Graphic design
- ✓ Mailing list rental or purchase
- ✓ Printing
- ✓ Addressing and personalization
- ✓ Mail processing
- ✓ Postal delivery
- ✓ Reply mail set up

## Consider these added services

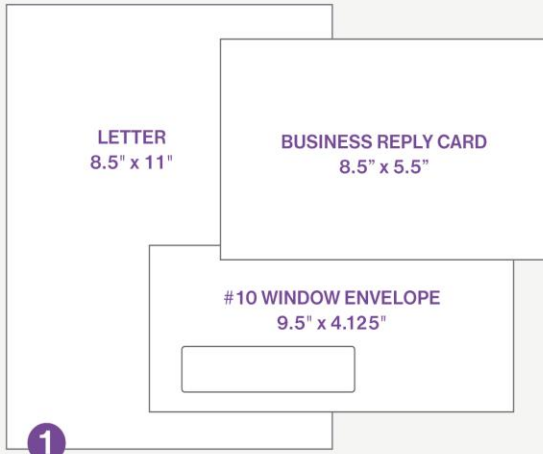
Our standard direct mail campaign provides you with everything you need to get your mail out to the door. There are some other services that may help your program:

- **A landing page or personalized landing page (PURL).** When people want to respond to your mailing, you want to give them multiple options. A phone number, a business reply card and very often today, a landing page.
- **A lead magnet.** For lead generation programs, your best chance for response is with an informational guide or tip sheet. We call these lead magnets. They are not absolutely necessary, but they help. If you don't have a lead magnet, we can create one for you.
- **Enhanced personalization.** Every direct mail needs to have some level of personalization just to get delivered – and we have included that in our direct mail pricing. But we could produce your piece with multiple levels of personalization on different pieces in the mail or with personalized headlines, images or maps. This is also known as variable data printing (VDP).

## Your choice of formats

Direct mail offers many different formats and sizes. For the purposes of this guide, we have provided pricing for four (4) common formats. But you are not limited to these. These include:

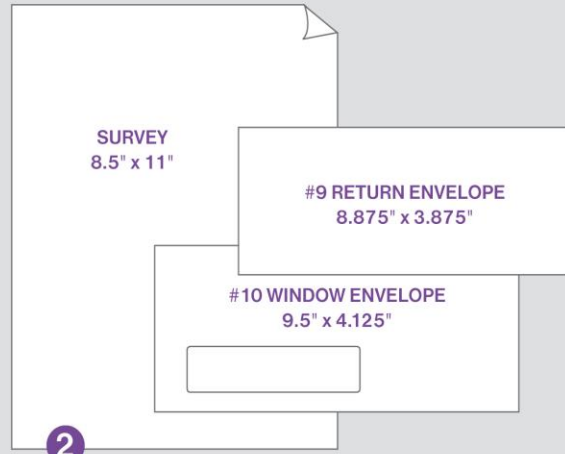
- **6x11 Postcard** – Postcards are one of the most popular formats today. A 6x11 postcard is the largest size available for basic (letter rate) postage.
- **Letter Package** – The letter package includes a #10 window envelope, a 1 or 2-page letter and business reply card. Reply card is personalized.
- **Survey Mailer** – This package includes a #10 window envelope, a 1-page/2-sided survey and #9 business reply envelope. Survey is personalized.
- **Folded Self-Mailer** – The folded self-mailer is a one-piece format that includes three panels plus a business reply card. Measures 6x28 inches, folding down to a 6x9 mailer.



1

### Letter Package

The letter package includes a #10 window envelope, a 1-page letter and business reply card. Reply card is personalized.



2

### Survey Mailer

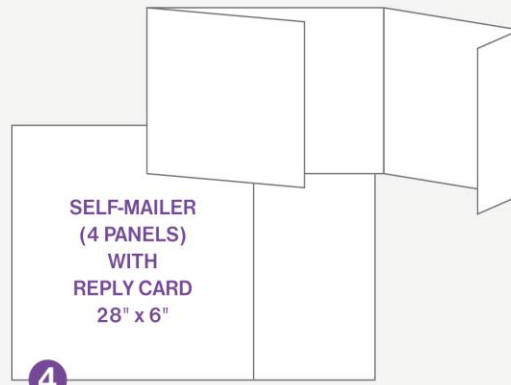
This package includes a #10 window envelope, a one-page/2-sided survey and #9 business reply envelope. Survey is personalized.



3

### 11 x 6 Postcard

Postcards are one of the most popular formats today. A 11 x 6 postcard is the largest size available for basic (letter rate) postage.



4

### Folded Self-Mailer

The self-mailer is a one-piece format that includes three panels plus a business reply card. Measures 28 x 6 inches, folding down to a 9 x 6 mailer.

Please note you are not limited to these formats or dimensions. If you have an idea for a variation of these formats – or an entirely new format – let us know and we'll work up an estimate for you.

We have also provided pricing for four quantities, but again, you're not locked into those quantities. You can mail any quantity you want – even tiny quantities of 100 pieces.

## Services & Pricing

(pricing as of 9/15/16 – subject to change)

### Direct Mail Campaigns

#### Planning & Supervision:

Fee: \$1,000 per campaign or \$500 per month (first month \$750) – cancel anytime

#### Copywriting:

Fee: (discounted pricing when part of campaign)

- Postcard \$ 800
- Letter Package \$1,000
- Survey Mailer \$1,000
- Folded Self-Mailer \$1,400

#### Full-Service Production:

Pricing includes graphic design, mailing list (up to 3-time usage), printing, addressing, mail processing and standard/bulk rate postage.

	QTY	<u>2,500</u>	<u>5,000</u>	<u>10,000</u>	<u>20,000</u>
6x11 Postcard		\$3,370	\$4,911	\$8,046	\$14,346
Letter Package		\$3,912	\$5,590	\$8,942	\$15,680
Survey Mailer		\$3,870	\$5,647	\$9,196	\$16,366
Folded Self-Mailer		\$5,022	\$6,880	\$10,656	\$18,150

Please call for specific quantities or format variations.

If you don't need some of the production services shown above, call and we'll re-run the estimates to match your needs.

#### Other Campaign Services

Landing Page/PURLs – add \$500 (\$900 for PURL) for creative, programming and hosting

Lead Magnet Creation – ranges from \$750 - \$3,00

Enhanced Personalization (including Variable Data Printing) – quoted

## Optional Services

If you are not interested in our full-service direct mail campaigns, we can still help with our consulting and creative services.

### Direct Mail Consulting/Coaching/Mentoring

Let us guide you on any aspect of your direct mail campaign – lists, offers, formats, copy, design, response, production, tracking and measuring, testing and more.

If you have a specific

Project Fees start at \$2,500

Monthly Fees start at \$1,000 per month (\$1,500 first month)

### Creative Services - Concept, Copy and Design

	<u>1 concept</u>	<u>2 concepts</u>
• Postcard	\$3,000	\$3,700
• Letter Package	\$3,000	\$3,700
• Survey Mailer	\$3,000	\$3,700
• Folded Self-Mailer	\$4,500	\$5,200

Concept Development: For most creative assignments, we will provide one creative concept for presentation. We will then revise the concept based on feedback. Upon request, we can also develop two different concepts for your review.

If you are interested in another format, please call us for a quote.

### Call to get started or ask a question

My hope is that this guide has provided you with enough pricing information to make a decision, but I know there will still be questions. Please don't hesitate to call me or email me with any questions or concerns.

Of course, if you would like to get started, we're waiting to hear from you.

Bob McCarthy

[bob@mccarthyandking.com](mailto:bob@mccarthyandking.com)

508-473-8643