

had a weekly delivery of flowers. My client could achieve this targeted approach because she was not trying to appeal to a wide audience, she only had to find a message that appealed to hairdressers.

The mailer included a photo of my client's fantastic display in a salon, and offered a free trial for one week. She also made it easy for the prospective customers to respond by text, email or telephone. That wasn't all, she also included a no quibble guarantee.

1 The response rate was an excellent 16%. This, potentially, could add £10,000 to her business in the next year, if just those hairdressers who responded to her mailer took a weekly display. What's more, think of the potential of all of the hairdressers' clients who see the weekly display too.

This promotion may cost £300 or £400, including the free display, but when you look at the lifetime value of the customers you will gain if you follow the rules of profitable direct mail, this is a small investment.

1
Marketing campaigns can transform your business

2
Not all direct mail is junk

3
Make sure you choose your targets carefully



3

And, what's more, this can be duplicated across many other niches – think of all the businesses in your area. When I targeted the commercial sector I chose dentists, solicitors, technology companies and office rental businesses. Of course, using

direct mail effectively does not have to be confined to the commercial market, domestic customers can be broken down into target segments too and sent a relevant and timely direct mail piece that can generate plenty of profitable business. ♦

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