

High-Impact Direct Mail

If you really want to get on a customer's radar, hit them over the head with a sledge hammer. This week we're talking about high-impact direct mail.

A high-impact direct mailer is usually, but not limited to, a large box that contains something really cool. When it lands on a prospect's desk, it always makes an impact.

The other great thing about such mailers is their ability to get around gate-keepers.

At Planet Central, we've done a number of high-impact direct mailings to business executives on behalf of our clients. This is a technique we've only done for B2B propositions, but that doesn't rule it out for high-end consumer targets. Imagine you're a company like Net-Jets who markets to the very affluent - people like rock stars, retired quarterbacks, and people who run podcasting sites (kidding, of course).

If you want to reach these affluent people and can get their address, it's a super technique to get their attention.

The key is to have a really interesting headline on the cover of the box, one that relates to the item inside AND your company's unique selling proposition. Then, when they open it and see the object, their eyes pop out, they run down the hallways and show it to all their peers and you've got a lot more attention than you paid for.

I'll give you an example of one we did for our ad agency, Planet Central. We wanted to get into a pitch with a large U.S. Brick manufacturer. So we made up a big box, about 36 inches long.

It was bright yellow.

The box with the gift inside weighed over 25 pounds.

On the front, we put a headline - "We'd like to help your company break into new markets."

When they opened it, they found a 20 pound sledge hammer with our company logo printed on it.

NEW YORK



RICHMOND



CHARLOTTE



We did a total quantity of one mailing. And we sent it to the head of marketing. It worked, we got in to meet with them.

How to do it

#1, make sure you put your company name and personal contact information on the outside of the package and, perhaps even label what's in the box. This will allay fears of unbombers, and give your prospect a way to overcome any other concerns.

#2, come up with something clever. For that, you should call Planet Central at (908) 518-5100.

#3, don't send out so many that you can't shortly follow up with a phone call. If you send them Fed Ex, you can track when they've arrived and call them on the same day.

That follow-up call should be rehearsed and the words you say should work in concert with the message on the box.

So, should you be doing impact mailings?
Depends on what your company markets.

If you're business-to-business, you should be doing it. Absolutely. If you're a high-end product marketing to affluent consumers, consider it. To a select market, the numbers might make sense. Jaguar cars, for instance.

So what can you expect from such mailings?

Huge results. We've done this for GE more than once and the results were staggering.

We've done it for Raritan Computer and the results were staggering.

We're currently doing it for a conservative financial company and guess what, the results are gonna be staggering.

See examples on the next page, and check back next week for more unusual marketing techniques.



