

Direct Mail

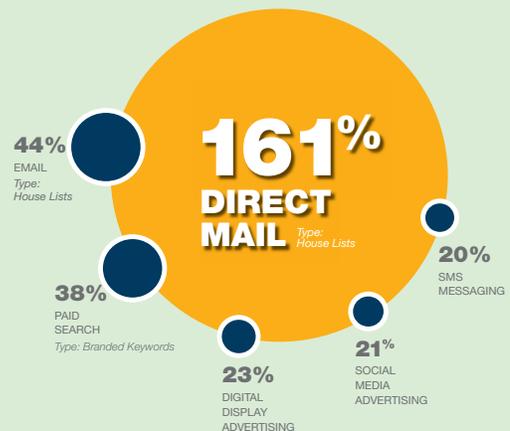
Your Guide to Successful Mail

Whether you are new to direct mail or a seasoned professional, if you follow these 5 Steps - your direct mail campaign will be off to a successful and profitable start.

5 Tips to Make Your Direct Mail Work Harder:

- 1. Target Audience.** Choosing who to market to is the most critical step of your campaign strategy. Ensure PNS, Canceled, and Marketing databases are up to date. PNS/Canceled records respond 4X better than marketing records – so mail these records multiple times to improve response rates.
- 2. Offer.** Choose a compelling offer that resonates with as many prospects as possible. Direct Pricing increases your conversion to sales by up to 40%.
- 3. Format and Copy.** Keep copy light and easy to read. Adding personalization, such as your prospect’s name and town, along with a Direct Pricing offer can boost response and increase sales conversions.
- 4. Integrate on-line and off-line strategies.** Utilize multiple mediums including direct mail, IP-Targeted display advertising, PPC, and social media. Lawn Doctor franchises who have launched IP-Targeted Banner Ads, Triggered Direct Mail, and New Movers campaigns have seen sales rates as high as:
 Triggered DM sales rates: 1.52%
 New Movers sales rates: 0.50%
 IP Banner Ads increased sales by 27%
- 5. Plan Ahead.** With a short selling season, it is important to mail when the weather is optimal. Be ready to mail at least 1–2 weeks earlier than you think in case the weather takes an unexpected nice turn.

Direct mail produces higher ROI than digital.



Source: Association of National Advertisers Response Rate Report 2023, Performance and Cost Metrics Across Direct Media

Direct delivers 4x more ROI than paid search, display, or social media advertising!

Today’s marketers know that no single marketing channel will generate the sales necessary to be successful. That is why it is critical to use a multi-channel marketing approach. Direct mail offers the unmatched ability to precisely target your best prospects, personalize offers, and track responders to determine the campaign’s success.

BKM Marketing helps Lawn Doctor franchises to increase sales by developing and implementing customized audience targeting, offers, and other performance marketing strategies.

TRUSTED BY LAWN DOCTOR FRANCHISEES SINCE 2001



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