



FOR MOST BUSINESS ADVERTISING IS A FACT OF LIFE.

PAID ADVERTISING ONLINE IS CURRENTLY MORE UNPREDICTABLE THAN EVER.

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THERE'S VERY LITTLE COMPETITION IN CUSTOMER'S MAILBOX.

Today inboxes are overflowing and people are eager to hit the delete or worse the spam complaint button. But just the opposite is true for mailboxes, they're empty. Your message stands out when it's the only one they're holding in their hands reading.

Here are 7 more reasons you should be using direct mail in your sales process or lead generation...

1. Predictability – Once your offer is dialed in and working you can have a long run without worrying about your numbers changing too much over time. Try to imagine any of the digital platforms locking in your click cost for the next 3 years... what would it feel like to know your price per click was not going up? Postage rates only change every few years. So, unless you're mailing to a very small target audience you won't have to change your creative very often if at all. I've seen the same mail piece remain unchanged for 6 years AND GET THE SAME RESPONSE. Direct mail has fantastic STABILITY.

2. Extremely targeted - You can target audiences by demographics, psychographics, interests, websites they visit, profession, business type, even past purchases. There are so many ways to find lists of people and businesses that make up your perfect customer.

3. Super stealthy – Unlike marketing online, direct mail gives you the ability to test, grow, and build a campaign or business that's practically invisible to your competitors. It's very easy with all the tools available to "spy" on your competition online, not so with direct mail. They won't know how much you're mailing, how often, or have any idea what your conversions are. So, no one is going to copy you or rip you off.

4. Easily scalable – The size you can grow to is only limited by the number of available responsive lists. With direct mail you can very predictably scale your business by continuing to test additional lists and with a knowledgeable list broker you can predict what size you can scale to sometimes after the first test.

5. Very few moving parts - With a direct mail campaign your biggest variables are list, mail piece, and response device. There are other components (or parts within the parts). But having just 3 main things to test makes it easy to track and easy to tweak.

6. Low-tech/Beginner friendly – You don't need to know how to write code, build websites, or design landing pages. In fact, once the copy and layout is done for the mail piece, turning on your campaign is as easy as calling your list broker to order names and then calling the print/mail shop to place your order. You don't even have to touch a stamp if you don't want to.

7. It's an independent platform – What do I mean by independent platform? Well unlike most of the digital ad platforms you may be used to... there is no big company telling you what your ads can look like. You are still regulated by the FTC and various other entities concerned with rules regarding what you can and can't say in your advertising. But there are no companies telling you your message doesn't meet with their approval, no quality scores, no algorithm changes, none of the things that can adversely affect your business overnight.

Bottom line... It doesn't matter if you use direct mail to sell B2C, B2B, for lead generation, getting appointments, direct selling, as the first step in your sales funnel, or simply to fill up webinars, direct mail can help you build and grow your business predictably and with very little hassle.

Want to know (step-by-step) how to create a super predictable lead flow for your business?