

DIRECT MAIL  
MISTAKES THAT

*Waste  
Money*





# DON'T THROW YOUR MONEY (OR YOUR MAILINGS) DOWN A BLACK HOLE!

Now, more than ever, marketing is extremely important – getting in front of your audience with that perfect message at the perfect time. The need is great, but resources are tight, and budgets are thin.

Wasting time and wasting money was never a choice, but perhaps a thriving economy and above-average results helped you overlook the extra spending on your last direct mail campaign.

Now, making every dollar count is not just important, it's crucial.

Confusing postcards and direct mail waste money. Urner Barry Printing and Mailing crafts messages and designs mail pieces that will make your audience respond.

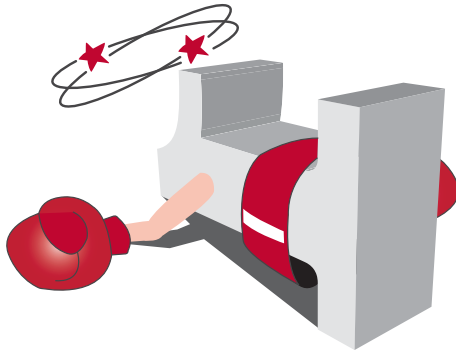
Our team at Urner Barry Printing and Mailing understands the delicate balance of getting it right and not wasting money. We want nothing more than to maximize your investment and show you ways to make every dollar count.

Continue reading to see if you are guilty of any of these *Direct Mail Mistakes that Waste Money*.

- ✗ YOUR LIST IS OUT OF DATE
- ✗ ONE AND DONE
- ✗ YOUR LANGUAGE IS NOT CLEAR
- ✗ YOUR DESIGN IS UNPROFESSIONAL
- ✗ NO DIRECT CALL TO ACTION
- ✗ YOU ARE OVERPAYING FOR POSTAGE
- ✗ NOT SUPPORTED BY OTHER MEDIA CHANNELS

# YOUR LIST IS OUT OF DATE

When was the last time you cleaned your database or mail list? You are wasting postage mailing to individuals who will never respond because their contact information is outdated!



# ONE AND DONE

Sending one direct mail piece is not likely to generate the results you need. Instead, it should be part of a campaign. We understand that multiple pieces or mailing to multiple segments can be expensive. If budgets are a concern, it would make more sense to narrow your target and increase the frequency to a smaller group.

# YOUR LANGUAGE IS NOT CLEAR

Your message is confusing. If your message is confusing, it will lose the attention of your audience.



# YOUR DESIGN IS UNPROFESSIONAL

If your collateral looks unprofessional, how will your customer perceive the products and services you are offering?

An unprofessional look and design can also cost you more in postage. Odd shapes and sizes could lead to non-machinable surcharges or additional unwarranted expenses.





## NO DIRECT CALL TO ACTION

You are not asking your customers to do anything, so why would they take action?

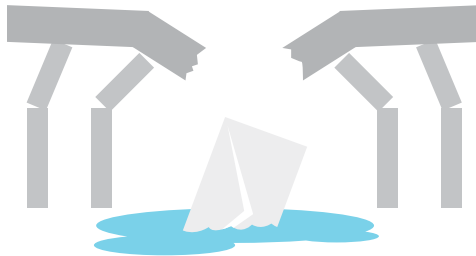
If there is no direct or transitional call to action, there is no clear way for your audience to respond. Common mistakes are not including a reply envelope or the proper contact information.

## YOU ARE OVERPAYING FOR POSTAGE

Did you know that the post office offers different levels of service, each with a different cost? Depending upon your offer, you might not need to pay First Class prices. You may even qualify for non-profit rates. Aligning yourself with the proper mailing agent will afford you bulk discounts and potentially additional incentives. Some of these include full-service discounts or waived permit fees



## NOT SUPPORTED BY OTHER MEDIA CHANNELS



Results will be more successful if your mailing is supported through multiple channels as opposed to just the single stream. Your customers and supporters are everywhere, so you must be everywhere as well. Informed Delivery is a FREE tool offered through USPS to help you bridge the gap between your physical mail piece and your online presence.



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