

IT'S DIRECT MAIL THAT DOESN'T LOOK LIKE DIRECT MAIL.

Your direct mail envelope has one job — to get itself opened. According to the U.S. Postal Service, over 20% of all direct mail gets junked before it's opened. Why? Because the envelope hasn't been properly personalized or optimized.

Here are 6 simple ideas to make your direct mail not look like direct mail.

- 1) Never use labels for addresses.
- 2) Make sure the customer's name and address are correct.
- 3) Use a live stamp. Mail with real stamps outperforms metered mail.
However, metered mail does outperform mail using a postal indicia.
- 4) Address your envelope using a handwritten font.
- 5) Add color. Response for black and white direct mail is less than when color is used.
- 6) For B2B correspondence, clean up truncations. Truncated company names and titles will send your correspondence to the trash basket.

With over 15 years of experience, **VisionDirect** knows how to "push the envelope" and make your direct mail efficient, effective and easy. Would you like to learn more? **Contact Doug Switzer at 317.283.1700 or dswitzer@vdirect.us.**



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