

Subject: Important Information
Importance: High

Hello

Xxxxx Xxxx understand that Direct Mail (DM) may be a scary prospect to small, medium businesses especially, if you're [new](#) to DM, so with this in mind, I would like to introduce a **scheme called SME Partnership Programme - designed to make Direct Mail more accessible to Small Medium Enterprises.**

In its simplest form, we work in partnership with local marketing experts (mail houses) and together, we are working towards introducing Direct Mail to all business sizes, at affordable prices, and taking the hard work on for you. Together, Xxxxx Xxxx and her accredited partners, have one goal in mind - **To launch a scheme that not only offers advice and support on marketing your business successfully, and supporting customers who wish to use Direct Mail but don't necessarily want to undertake the work involved; Including:**

- **Concept**
- **Creative & design**
- **Data provision – either audit and cleanse a current list or acquire a new targeted list**
- **Print**
- **Post – via a Xxxxx Xxxx account**

You of course have the option to take advantage of the whole package or simply choose the components that you need assistance with

Xxxxx Xxxx has sought out our **committed partners**, who are at the top of their game. Our marketing partners want to work hard with and for businesses like yours to introduce to you and assist you with a mail campaign to market your business. Xxxxx Xxxx and her partners are committed to helping you achieve a good return on investment. We will do all of the or part of, the work for you. **While you sit back and reap the rewards!**

Xxxxx Xxxx and her partners, are working towards introducing Direct Mail to all business sizes, at affordable prices, and taking the hard work on for you. Including Concept, Design, Data, Print and Dispatch. **With a minimum order value of £100 - It makes sense to read on!**

Firstly Why Direct Mail? Some things don't change. **Direct Mail is still the most effective way to engage response from your target audience** (Quadrangle research).

You still need to market your business, more so in a recession. Have a look at [Direct Marketing In A Recession](#)

Click this [link](#) and I guarantee you will be inspired about Direct Mail and will encourage you to read why the rest of this email could change your business turnover for the better. To get an idea of how much revenue a Direct Mail campaign can make your business this [link](#) to our DM Calculator can give you a good idea.

With ROI for Direct Mail has steadily increased over the last 3 years, were as digitals has declined. **Direct Mail has a 92% open rate with 48% of those taking action.** Additionally, Direct Mail can **boost a campaign by 20%** (Source: Brand Science)

That's why I believe that you may benefit from marketing your business via the medium of Direct Mail - **no matter what the size of your business is** - and achieve some fantastic results that will **generate healthy returns** for a campaign **that I promise will NOT break the bank.**

Therefore, I would like to give you the opportunity to take advantage of this programme. However you may be wondering why do a DM Campaign and why with Xxxxx Xxxx?

For the last 300 years Xxxxx Xxxx has provided the best and most trusted business delivering mail to every corner of the UK. Over that time many mass and direct communications media have developed. However, mail still has a special place in people's hearts and lives as well as an important role in the media communications mix for these reasons:

- Mail has the power to change the way people think and feel about you because you can make it so personally relevant.
- Mail is engaging. **Consumers spend on average 10 minutes reading mailshots.** Compare the cost of that length of exposure against other media such as TV.
- Mail is a tangible form of advertising. It gives you a physical presence in your customers' home or office, and **can literally put your product in their hands.**
- **Mail can be targeted to reach very specific audiences** - almost every individual, household and business in the UK can be reached by mail.
- Mail can support and deepen relationships with your customers, building awareness as part of integrated campaigns, or involving customers with your business as part of ongoing, two-way communications. It can provide one of the few opportunities for people who actually use your product or service to tell you how they use it, why, and what else they would like from you.
- Doordrops (unaddressed mail) offer you the chance to talk to people you don't know. You can profile and target lists of likely customers - either in broad geographic or lifestyle bands, or through the use of highly specific street-by-street or even door-by-door data.
- It is estimated that consumer **mailshots generate more than £25 billion of business each year. For every £1 spent, £14 is generated.**
- Mailshot expenditure has increased by 155% in the last 12 years.

The inherent strengths of mail

1 Personal Addressed mail is literally designed to reach an individual (unlike a mass market message via TV, the press or radio). Mailings can have a unique design to suit each particular recipient and mail comes straight into people's homes into their hands and gets their full and focused attention.

2 Universal Everyone consumes mail and Xxxxx Xxxx provides access to virtually everyone in the UK. Our network covers 99.9% of the UK population at 27million addresses.

3 Tailored Mail can be personalised to individuals or groups. That unique flexibility enables greater relevance, delivering greater impact, often applying data already provided by the customer.

4 Targeted Mail can focus on the relevant audience (e.g. by interest, demographics, purchase or behaviour). This reduces wastage – your message only goes to those you select.

5 Direct Mail doesn't compete with and is not dependant on other content like in a magazine, newspaper or online site. It is actively consumed so it delivers much greater engagement and understanding.

6 Flexible & Creative Mail has few restrictions compared to other media (size, weight, shape, colour) leading to limitless creative possibilities. It lets you have a one to one communication which delivers more emotional intensity than any other medium. The creativity cuts through and gets people talking.

7 Measurable Mail is one of the easiest media to measure, responses can be attributed directly to a specific activity.

8 Portable A letter, leaflet, brochure or mail pack can be taken anywhere. You can take the mail with you to read on the train, in the garden, in any room of the house. Consumers love the fact that they are in control and can read the information when it's convenient to them.

9 Physical Affects all five senses: sight, sound, smell, touch and taste. Mail is the only medium to provide the creative possibilities to engage the customers on all levels.

10 Complementary As part of an integrated campaign, mail has a strong role in providing the personal, compelling message delivered directly to the recipients own hands and household. Case studies show how it not only builds short and long term effects but is often kept by the household for reference, prolonging the brand presence and deepening the communication effect.

I would like to pass on your details to your localised Marketing Expert. If you would like me to, let me know or if you have any questions. In the mean time for more ideas, fact & fingers click on [Direct Mail](#)