

COMMUNICATION

The single most effective way of raising response rates on all your campaigns

By far the most important element in any email, direct mail or internet campaign is that of gaining attention. If the mail shot is thrown in the bin or the email deleted in the first second or two, all is lost. With most web pages being viewed for less than 30 seconds, you also have a limited time to make an impact from your website.

The problem is that all of us see or hear around 3000 advertisements and announcements every single day, ranging from the postcards in the shop window to television ads, from the name of a sponsor of a roundabout to a banner advert on a website.

Only a handful of these ever make it through to our consciousness. Some we remember because we have seen or heard them many times; some because we are deeply interested in the product or service. But most never break through.

So we need to do something amazing to catch attention, and fortunately there is a scientific area of study which tells us how to do it: the psychology of perception. This academic discipline tells us how people look at pieces of paper and emails, what they respond to, the effect of images and colour, and so on.

And the results are not at all what one might expect.

For example, it is widely assumed that the addition of colour to a mailshot or email can only help. But this is not always the case – and that is where many campaigns go wrong.

The problem is that, as the psychology of perception reveals, the way in which we look at mailshots, internet pages, and emails is not always the same, and it varies depending on circumstance.

Results generated from promotions which use the psychology of perception can be astonishing. A simple one page advert can get a response rate of 0.5% or it might get 3% - it all depends on how it is written and laid out.

Technical details, costs and other matters...

The best way to start exploring whether a change in the way you write your advert can produce much higher response rates is to send Hamilton House a copy of your current advert and let us tell you how we would change it. There's no obligation, but if you like the sound of what we do you can ask us to write the next piece for you.

For Velocity clients the cost of copywriting is included in the monthly fee.
For non-Velocity clients the charge is £300 for a letter or email or both.

Copywriting website (with examples): www.solo.ac

Velocity website: www.velocity.ac

Psychology of perception and its application to direct marketing: www.theory.bz

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