

POSTAL MAILINGS

Solo mail: reaching the largest audience, ideal for testing, generating the best response rates

Solo postal mail generally brings in more sales per £1 spent than any other form of direct marketing to schools. These campaigns also reach more teachers (in that every school can be mailed and the mail does not get diverted by spam filters or administrators.) Furthermore, solo mail represents the best way of undertaking test promotions, where mailings of 250 or 300 schools are often enough to judge the effectiveness of a promotion.

List selection

The list of schools, colleges and universities can be selected by age range, size, specialism, location, funding and other factors.

Test mailing

The key to successful solo mailing is the test mailing. You mail a small number of potential customers chosen at random, and see if you make a profit. The formula that we have developed for working out the number to mail is generally 6 divided by the percentage response rate required.

If that doesn't mean too much to you, or it seems to give you an answer which is meaningless, please do call 01536 399 000 and we'll go through that formula with you in relation to your product.

Free consultancy

If you'd like to talk to us about your product or service and your list of customers we'll come up with ways of using such a list to maximise its effectiveness. We'll also take a look at your list and review the promotions you have, or are thinking of, putting out.

Technical details, costs and other matters...

Information on envelopes, postage, and other technical points: www.directmail.org.uk

Mailing list details: www.hamilton-house.com/gateways/lists.html

Advice on writing solo mailing adverts: www.solo.ac

Or you can call 01536 399 000 and we will talk you through the whole testing regime – and help you set one up.

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