

# RAISING RESPONSE RATES

## Improving sales levels when contacting teachers by post and email

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### Where to start

When launching a new product or service it always makes sense to start with the most responsive advertising media.

The reason is simple: with a new product everything is unknown. We don't know if teachers will want to buy, we don't know if the price is right, we don't know if the advertising copy is correct, we don't know what the competition is doing.

So if you try to save money by using the lower cost marketing services first time around and then you get a low response rate, you won't know if this is because you have the wrong product, the wrong price, the wrong advertisement text, or simply because you were using too low a response medium.

Instead we suggest you start with a small sample postal mailing and (for secondary school products) a subscription or personal email service.

### Writing the advertisement

The key in all mailings (both email and postal mail) is to remember that people look at unsolicited items for just a second or two. If you have not grabbed the reader in that time, everything is lost.

Because of the way the brain works it is much easier to grab attention with text than with pictures (do call our Theory team, or have a look at the [Theory](#) website, if you would like to know why this is). So in unsolicited adverts the text is what you should focus on.

### The next level

Once you have obtained a response rate that takes you into profit with a trial solo mailing you can roll out your solo mailing across the UK and try shared mailings too. Once you have made a profit with Subscription and Personal email you can then move on to preference and generic emails to see if your response rate holds up there.

### Staying in touch

The best way to stay in touch with your customers and potential customers is to keep mailing them. At this point you can use shared postal mailings, generic mail and the low cost email Six Pack Service to do this for a very limited cost. You should also email past clients on a regular basis.

But when communicating regularly you will need to ensure that you are not just sending out the same adverts all the time. You must vary what you are selling, and how you are selling it. The copywriting is always a key point.

### **Free consultancy**

If you'd like to talk through the difference of each service (Personal, Subscription, Generic, Sixpack, Solo, Shared...) please do call 01536 399 000.

If you'd like to talk to us about your product or service and your lists 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.

Schools email website: [www.emails.gs](http://www.emails.gs)

Theory of direct mail website: [www.theory.bz](http://www.theory.bz)

Solo mailing website: [www.solo.ac](http://www.solo.ac)

Phone: 01536 399 000. Fax: 01536 399 012. Email: [Sales@hamilton-house.com](mailto:Sales@hamilton-house.com)  
Hamilton House Mailings plc, Earlstrees Ct., Earlstrees Rd., Corby, Northants NN17 4HH