Quick How-To Guide

How To Pique Your Prospects’ Curiosity With Snail Mail

Full article: http://www.marketingforowners.com/lumpy-bumpy-profit-y-mailings-pique-prospects-curiosity-snail-mail/

1. Bulk It Up!
   • Bulk it up! Make it misshapen and odd. Mail it lumpy, bumpy, what-the-heck-is-in-there-y.

2. Follow The Postal Service Rules
   • Familiarize yourself with Postal Service rules and regulations. A little research can keep you from getting hit with an exorbitant postal bill or a warehouse full of unmailable trinkets.

3. Consider Your Audience
   • Most people have relaxed their nerves since the Anthrax scare a few years back, but you still might want to hold off sending anything that spills loosely and messily out of an envelope.

4. Send It Home
   • Gauge how an item will weather the postal journey by sending it to yourself.

5. Test, Test, Test
   • Don't send your mailers out all at once. Send them out in batches. Code the offers differently. Track and monitor whether the trinket really increases engagement or conversion.
Creative Examples Of Mailers

The Pop Out

The Sample
The Pun

See full article for detailed explanation behind this example.

The Container

Interesting Direct Mail Services

- UniqueMailers.com
- LumpyMail.com