Make Your Mailing a Home Run, Not a Strike Out!

Make Your Mailing a Home Run, Not a Strike Out!You can use great design and copy to get a better response.When you send a mailing to your customers or prospective customers you are counting on making considerably more money in new business than you spend on the mailing, right? It is obvious that if you were not going to profit from the mailing, you wouldnt send it out.A little less obvious is that it costs almost the same amount of money to send out a very attractive mailing piece with brilliant copy which is more likely to produce a great response rate as it does to send out a boring, poorly designed piece guaranteed only to land rapidly in the trash. Why?The major part of your expenditure is in the mailing list and the postage. The printing costs are about the same for a perfect card as for a mediocre one. All right. So a good design and excellent copy is going to cost a little bit more. But only a little. You send out a postcard mailing to get a response (preferably lots of responses).The front of the card, graphic and headline, is designed to attract the readers interest so that they read what you have to say. In short, to attract his or her attention.The copy on the front and back of the card is designed to get the reader to respond, either by calling you or e-mailing you or visiting you or going to your web site. A response.If your card accomplishes that, its done its duty.How do you get it to do that?Good design. Good copy. Assuming you have sent the cards to people who are likely to be interested in what you have to sell. (Theres no point sending a postcard selling raincoats to people in the Sahara Desert. They are the wrong public).It is more cost effective in the long run to hire a professional to do the design and copy for **HVAC contractor Sacramento** your promotion instead of spending all the time yourself to learn the software. A little time spent improving the design and copy of your postcards will result in much higher ROI (Return On Investment) for your postcard mailing.