



Fulfillment, Print & Mail Solutions, Inc.

## Advantages of Direct Mail

The **Advantages of Direct Mail** are numerous:

**FLEXIBILITY:** Direct mail allows a variety of formats, offers and messages that customers can read at their own leisure. You can include tear-off reply forms, coupons and return envelopes.

**AFFORDABILITY:** Unlike radio, newspaper or TV, you can pick the size of your mailing depending on your business and your budget. You can send a few dozen mail pieces, a hundred, a thousand or more.

**TARGETABILITY:** List services have compiled databases of every resident in the country. You can pick your recipients based on location, income, gender, and many other attributes.

**MEASURABILITY:** By keeping track of who responds to your mailing, you can immediately calculate your return-on-investment. You can start with small test mailings, try different offers, and pick the one with the best response rate.

**COST EFFECTIVENESS:** According to the Direct Marketing Association, direct mail has the highest return on investment of any marketing method. On average, direct mail returns \$10 in sales for every \$1 invested.

A direct mail campaign offers customers a chance to learn about your business. It can:

- Promote interest in a new product or service
- Generate sales and orders
- Drive traffic to your store, web site, etc.
- Cultivate long-term relationships
- Build and increase brand recognition

Customers respond to mail that addresses their interests and needs. All it takes is a simple, effective direct mail campaign to get people to your door.

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