



Marketing by Mail

A popular option for reaching your audience remotely.

Type of Mailing List:

- **Provided by you:** You have a mailing list already - we can either send all mailers to you to mail, or you can provide the list and we'll mail directly to your addresses
- **Provided by WHP:** You know WHO you want to target - a specific business or school, and would like us to obtain the list for you
- **EDDM:** you pick specific USPS mailing routes within the zip code(s) you'd like to target

Plus, ask us about our paperless option - email campaigns! No mailing list necessary!

Type of Mailing Piece:

Mailers:

- 3.5" x 8.5"
- 4" x 6"
- 4.25" x 6"
- 4.5" x 6.5"
- 4" x 9"
- 4.5" x 11"
- 5" x 7"
- 5.5" x 8.5"
- 6" x 8"
- 6" x 9"
- 6" x 11"
- 8" x 10"
- 8.5" x 11"

EDDM® Mailers:

- 4" x 11"
- 4.25" x 11"
- 4.5" x 11"
- 6" x 11"
- 6.5" x 8"
- 6.5" x 9"
- 8" x 10"
- 8.5" x 11"
- 9" x 11"
- 9" x 12"

Ask your rep about mailing greeting cards and scratch offs!

Mailers in the Era of COVID-19:

Now is the time to make your mailers magnificent!

Use Known Data

For current residents: You have their permanent addresses- send them a card to tell them you miss them!

For prospects: You know the top zip codes for your students- target just these with an EDDM campaign to still get your message in the right hands!

Add Something Extra!

We can send a promo item attached to your mailer to increase the impressions of each piece. During a time when you can't hand out giveaways on campus or at events, mail them! From screen cleaners to magnets to coasters or lip balm, continue with outreach marketing that still creates a lasting impact.



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Best Practices for Mailers

1. Include and emphasize a call to action.

In the beginning stages of planning this marketing piece, **decide what you want recipients to do when they receive it.** Should they give you a call, visit your website, or come into your office?

Tie this into your business goals. What are you promoting right now that prospects should check out, and where can they find that information? Make sure to tell prospects what's in it for them!

Your call to action (or CTA) should be emphasized on your finished design - make sure it isn't hidden in a sea of other information. Be careful of putting more than one CTA in a piece, as it may be less clear and convincing to the audience.

2. Incentivize to maximize responses.

Incentives are a useful way to push who is on the fence to learn more about your business. Popular incentives are discounts, waived fees, gift cards, and free promotional items such as t-shirts.

These incentives should play into your call to action, and therefore your business goals. For example if you're looking to sign more new leases, your incentive might be a gift card for taking a tour.

Keep in mind your active promotions when thinking about your on-site experience. Make sure staff is aware of what incentives are being advertised and how they can be redeemed. **Consider how additional in-person incentives can help seal the deal** (such as discounts for signing a lease within 24 hours of your tour).

3. Make your CTA trackable to measure your success.

How can you be sure that your campaign was a success? **By making your call to action trackable.**

You can do this by using promo codes, asking recipients to bring in or mention the ad, and using QR codes, among other options. Take a minute to think of what method makes the most sense for your goals before starting your design.

Request A Custom Design Today!

Ready to generate some interest?

Start your order by talking to your Promotional Consultant, emailing us at sales@whpinc.com if you're new, or filling out our online Ordering Hub form at whatshappeningpromotions.com/designrequest

