

The 10 Top Rules for Developing Successful Business-to-Business Direct Mail Lead Generation Programs

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1. Keep your objective firmly in mind

- Objective: *begin* the sales process
- Sell the next step harder than your product or service
- Save full presentation of products, benefits and applications

2. Make your offer more appealing and prominent

- White Papers/Special Reports = more/more qualified leads
- Merchandise gifts work too - t-shirts, mini-digital cameras, etc.
- Begin letter with premium offer
- Include buck slip in the package

Tracking code on offers

3. Support your mail

- Insure your message/offer will be opened and read
- Media for supporting direct mail
 - mail
 - email
 - voice mail messaging
 - print
 - radio

And sm. letter saying bigger package is way on the

4. Give prospects choices

- Allow several options on your response form
- Have your rep call me immediately
 - No interest now - call in 6 months

"If your company is not one of the 100 listed below, call 800-"

Let prospects respond in any way -

- Mail
- Phone
- Fax
- Online

* 5. ENVELOPE, PLEASE!

- Self-mailers and postcards
- Closed-face OEs mailed 1st class
- Blind envelopes
- Envelopes with teasers
 - Official
 - Promotional

- require add'ie follow up call
- Hand written calls to action with personalization

6. Understand the hot button

- Saving money isn't always best story
- Appeals that resonate
 - Increasing revenue and/or ROI
 - Job preservation
 - Safe choices

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7. Forget about response %

- 2% can be a terrible response!
- If universe is extremely limited
 - When you're blessed with a very big prospect universe

8. Tie copy/offer to life cycle stage of your product

- New product, service, process = More education to get appointments
- New entry in established category = Convincing prospects to even consider a switch

9. Include a "keeper" in your mailings... especially if you're mailing just once

- Up to 98% of prospects have no need to respond immediately

Ideas that work -

- Wallet cards with key info/tips
- Pad of PostIt notes
- Pen

10. Spend a lot of time on lists

- Two kinds of people in the world
- Massive b-t-b response databases now available
- Go compiled in very narrow niches
 - ✓ More detailed info & credit data
 - ✓ Go deeper into a company
 - ✓ Right to telemarket

Trunk of the B-t-B Decision Tree:
"Who is my real prospect?"

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