



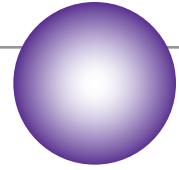
**john manlove**

MARKETING & COMMUNICATIONS

creating *spheres of influence*®

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# direct mail influence



Direct mail is still the most highly targeted method of delivering your message to the right person at the right time. But, direct mail is far more than ink on paper with a postage stamp – it is a science.

At JMMC we understand the science of direct mail and have the experience. We know what works and just as importantly - what does not. To create and produce an influential direct mail campaign it is important to understand the value of a well crafted headline, the use of effective subheads, persuasive copy, compelling graphics, a call to action and the almighty offer.

Other important factors to consider when formulating a direct mail campaign is timing, is your product or service seasonal? It is best to mail just before and during the times of highest demand. For example, health club memberships peak in January and just before summer. Church attendance is highest during the fall, Christmas and Easter. The demand for home insulation products is highest in the south during June, July and August.

Direct mail is about creating a response and to create a response you need to offer something. A good offer gives the recipient a reason to respond, and then goes on to tell them clearly what the next step should be. A direct mail campaign with no response-generating offer

will do just that – create no response. The key to having a good response is to have a great “relevant” offer, and the offer should promise emotional and physical benefits, the more personal the better. We have seen response increase by as much as 50% just by changing the offer. In addition it is important to limit the time of the offer, if you give your audience “forever” to respond to your offer they just might take you up on that and never respond.

At JMMC we understand how to create an effective direct mail campaign. Just as importantly we know the difference between a promotion which generates short term sales spikes and branding which produces long term sales advantages and how the two work most effectively together.

*I have had the pleasure of working with John Manlove Marketing & Communication on a number of occasions including work on Project Stars. I can recommend them without reservation as our experiences have been nothing but outstanding.*

*Project Stars is a broad-based community effort to enhance our historic infrastructure with goals including a stronger sense of community among residents and business, and a stronger public identity outside our community. The branding, imaging and production of materials created by JMMC have been of exceptional quality and unique creativity.*

Sylvia R. Garcia  
Commissioner, Harris County Precinct Two

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