

Mailing Ideas

Get attention with your mailings.

The hardest part about mailing is often getting the letter opened. You need to do something a little extra to get attention and get the mail piece opened.

People open their mail standing over a trash can!

Yes, people want to throw away the mail you spent money on mailing to them. People hate junk mail. But you can turn normal “junk” mail into something fun and memorable.

Here are some ideas that will pre-condition your prospect to want to tear open your mail piece and see what you’ve got to offer:

Use these ideas as an envelope. Or, in some occasions put these objects inside an envelope for “lumpy” mail. This is the stuff that gets attention and gets past the gatekeeper.

Use colored tube mailings

http://www.uline.com/bl_3652/Colored-Tubes

Metallic envelopes: Send your prospects a golden offer or a golden ticket.

http://www.uline.com/BL_1565/Glamour-Mailers?keywords=Glamour+Mailers

Frosty mailers

Give them a glimpse at the offer through the envelope.

http://www.uline.com/BL_1567/Frosty-Mailers?keywords=Frosty+Mailers

Metallic pouches

Either include these in an envelope or use as a self mailer

http://www.uline.com/BL_5526/Metallic-Pouches?keywords=Metallic+Pouches

Prescription bottle

Search Ebay for “prescription bottles” and find lots of recycled bottles.

www.Ebay.com

More ideas: aspirin packet, pack of peanuts, boomerang, toy car, toy soldier, etc. I’ll be giving you more ideas and letters to go along with these over the coming months.

Important tips:

Make sure the copy, the creative sales message, and the package all tie in together.

Test your mailing. Test your offers.

Send via United States Postal Service, UPS or FedEx

Multiple touches. Don't just mail once and stop! Mail at least three times for best results.