How to increase customer response to your communications

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Follow these tips to create your own direct mail pieces and start building your brand, differentiating your business and increasing response rates.

Use color to increase response

Color outperforms plain, black-and-white communications every time. In study after study, market research and real-world case studies* prove color communications get more attention, increase response, and improve recall. Using a high quality printer or MFP will provide consistent, vibrant color day after day.

- Customers pick up a full color mailer first 55 % of the time
- Color documents are up to 80 % more likely to be read
- Color is up to 80 % more motivating than black-and-white
- Color increases comprehension by up to 73 %
- Information is located 70 % faster when it's in color
- **Information highlighted in color is 39% more likely to be remembered**
- Color improves brand recognition by up to 80 %

Offer an incentive to drive customer response

There are literally hundreds of incentive offers that can provide value to your existing customers and help attract new ones. The best offers for your business depend on what type of services and/or products you provide. Retail customers respond to flyers and coupons offering sale prices on individual items, product lines, or everything in stock. Coupons are particularly effective during tough economic times. Customers respond to free quotes, consultations, demonstrations, and presentations from service businesses. **Get creative.** Consider partnering with local groups or associations with a natural connection to your business. Offer their members special prices or host an event.

As you prepare your mailing pieces, be sure to **communicate your offer clearly and concisely** — including any terms and conditions.

Provide multiple response methods

Once you've captured the attention and interest of a customer make it easy for them to respond. Keep in mind that different customers have different preferences. Some prefer to call. Some prefer to visit a website. Try to provide more than one avenue for response — you'll receive more responses if you do. And be sure to make each response option easy.

Set a deadline

Limited-time offers always increase response. It's human nature to respond to the most urgent deadline. Setting an end date automatically gives your offer greater importance. Just be sure to allow enough time for your customer to receive your mailer and respond.

Get started now

Download our **free** ready-to-use direct mail templates and customize them for your business with Microsoft® Word:
http://www.office.xerox.com/small-business-templates/direct-mail-design/enus.html

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A successful direct mail piece consists of three key elements:

1) Incentive

2) Call to action

3) Deadline

The two most powerful words in direct mail are "Free" and "New." Use them without qualifications — no strings attached — and your customers will respond.

Incentive Ideas

Sale	Industry report
Coupon	White paper
Event	Membership
Open house	Gift card
Demonstration	Training
Quote	Installation service
Evaluation	Contest**
Gift	Sweepstakes**
Trial or sample	

***Follow applicable local laws and regulations*

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