

## Get a Better Response to Your Design With These Best Practices

There's an art and science to designing for direct mail response, and we've seen what works and what doesn't. This guide can help you create your upcoming direct mail campaigns to increase response rates.

### HEADLINE

Headlines should grab the reader's attention, speak to their pain points, and/or bring attention to the story you are telling. Craft headlines that provoke thinking so your audience reads and remembers your story.

### SUBHEAD

Subheads should support the main headline and serve as a mini-headline to help organize thoughts and different blocks of content. Readers will scan your piece quickly, so use subheads to provide clarity to your message.



### IMAGERY

Images and graphics should be relevant to your brand and interesting so that readers view it for a few seconds and consider your message or offer.

### OFFER

Motivate your potential customers to take action with a too-good-to-ignore offer. From physical coupons to online offer codes, your money-saving offer is the most important piece of your direct mail campaign.

# baesman:

## You've Captured Their Attention... Now Win Them Over

The other side of your piece is a perfect opportunity to add additional information to promote your offer, service, or products. It also allows for more branded storytelling.

### BODY COPY

This is a great opportunity to showcase your brand and the features and benefits of your products or services. Be concise and true to your brand's voice. Bullet points or subheads with clear, compelling copy are best.

### CALL-TO-ACTION

A call-to-action (CTA) is the immediate action you want potential customers to take, such as "call today" or "sign-up online." It's a great place to also include store locations or even a location-specific map. Make sure it's clear, simple, and directs the audience to make the next move with the right contact or location information.



### LOGO

Make your brand presence known with your company's logo and/or name. It's important that prospective customers immediately recognize your brand, so they can follow up with you and respond to your CTA.

### POSTAL REGULATIONS

Make sure to follow the USPS's requirement for marketing mail pieces to be properly processed and delivered, at the most effective cost. This may include special dimensions, clear zones, mailing panel details, folds, and more. Reach out to our team at [getpersonal@baesman.com](mailto:getpersonal@baesman.com) with any questions.