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QUICK TIPS FOR A SUCCESSFUL DIRECT MAIL MARKETING CAMPAIGN IN SENIOR LIVING

1. Mail to the right people.

Having a strategy in place and establishing your buyer personas before building your mailing list is the most important key to any direct mail marketing campaign. Targeted lists should be built around those who have the most potential to become residents of your community, using data on geographic trends, competitive locations, perceived or real barriers to where people will move in your local area, financial means necessary to live at your community, and a likely age when people will first consider a move.

2. Use a data-sourced strategic list for best results.

Mailing to the right people means not only selecting those most appropriate for what you're offering, but also keeping a clean and regularly updated audience list. Consider what processes you currently have in place to keep your lists clean and free of nonviable prospects. Regularly keeping your list up to date and generating new names each quarter means your information will always reach your audience, and you'll see improving response rates.

3. Create enticing copy for each audience.

Make sure your message is compelling, engaging, and appropriate for your audience. For example, events are a great way to draw people in for the first time, while a letter about special offers or discounts might be better suited for those already familiar with your community.

4. Pique interest with teaser copy.

Consider ways to make people want to open each envelope or mailer. Remember, if they don't open the piece, they won't see the message that's inside. Adding compelling teaser copy to the envelope is a good way to pique interest from the start.

5. Don't bury your message.

It's important to capture your readers' attention quickly, or else your mailer may soon wind up in the trash. Consider creative ways to highlight the call to action and make it easier to find and read. Eye-catching and clean pieces help draw attention to your message.

6. Create a sense of urgency.

Remember to give someone a reason to respond to you with a specific and timely call to action. For example, you could ask them to RSVP for an upcoming event or call by a deadline to receive a special offer. It's important to capture their attention immediately and encourage them to act today.

7. Have your mail piece live on in other media.

A unique web URL or QR code that connects to another medium not only supports the interactive experience, but it also drives people to a page on your website (such as event listings, testimonial video, photo gallery or the homepage) to learn more about your community. This can easily and cost effectively be done with a unique URL related to the theme of the campaign and is an added way to track traffic driven by the piece.

8. Track response. Measure success.

We recommend tracking metrics based on "buying unit" or household response totals, rather than, for example, the total number of people who come to an event you mailed an invitation for. Your response percentage numbers will be more accurate using this approach — not skewed by guests or how many attendees brought a spouse or guest with them. Over time, this data will prove valuable in making decisions about how to best spend future marketing dollars.