

# DMNNews

The Authority for Direct Marketers

www.dmnews.com | May 12, 2008 | DMNEWS

## TECHNIQUE

# Maximize your mail campaign value

At a time when postal rate increases are squeezing many marketers' mail budgets, getting the biggest bang for the buck is essential. Experts show how the right print strategy can help



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Many marketers are feeling the economic squeeze, and so, they are looking to cut costs wherever they can, including printing, production and postage. But if all you want is to do something for the cheapest possible price, you're making a big mistake. Instead, you should **focus on what you're spending compared to your expected return** and then see where the significant improvements can be made.

We specialize in smaller quantities of higher value communications, so we know we're not going to get

great savings on postage because that's not where we play. We generate some fairly complex pieces for our clients, such as enrollment kits for insurance products, and they can contain a whole range of information, from the actual benefits to the application form or a terms and conditions page.

When you **optimize printing and production**, you can not only make a major difference to the cost of the piece, but also its effectiveness. And when you factor in things like reducing the storage costs of pieces before they're mailed, reducing the insurance while those pieces are stored in a warehouse and

### > THE TAKEAWAY

Optimizing printing and production helps with cost as well as effectiveness

reducing the amount of obsolete material that has to be thrown away, we find that clients can cut 20%-30% from their campaign costs.

We're also advocates of highly personalized marketing pieces but, as with most things, **it's a question of balance**. For a lot of complex enrollment processes, such as insurance, the first sales step is usually done by phone and a certain amount of information is captured during that conversation.

Sending a blank application form to someone you've just spent time on the phone with sends the message that you aren't paying attention. But if you do the reverse of that and send out an application that is **pre-populated with captured information**, it can have a dramatic effect on response.



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