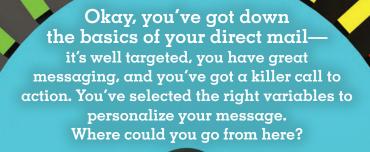


Cross Channel CONNECTIONS

Achieve Your Marketing Target

Consolidated Graphic Communications



Places You Can Optimize Your

onsider the layout.

✓ By understanding

how the recipient's eye

travels around the

piece, you can

you aren't

missing an

opportunity

the impact of

your message.

This overlooked

element of marketing

is one that can reap

to improve

Where is the mail coming from? Recipients almost always look at this area

RETURN ADDRESS

of the envelope first. Do they recognize your business name? Are you a business they already have a relationship with? If you are a known brand, consider using colored text or adding a logo so the recipient recognizes you

from a distance.

BACK SIDE

When the recipient takes in the mail, which side of the envelope will they will see first? There is no way to predict. So take advantage of the space. Include hints, teasers, and calls to action on the back side of the mailer, too.

POSTAGE AREA

Direct

Mail

Even the type of postage you use has an impact on your response rate. For example, people are more likely to open your mailing if they see a first-class stamp than if you send it by bulk mail. However, it's important to balance postage type with volume, too.

ensure that RECIPIENT NAME AND ADDRESS

It sounds simple, but too many marketers mess this up. Get the recipient's name right! Spell the person's name wrong or use an outdated last name and you've handicapped yourself at the outset.

TEASER COPY

The outside of the envelope is the first place people are exposed to your message, so take advantage of it. Teaser copy can be preprinted or personalized.

Let's look at something as simple as an envelope or postcard. Where do people's eyes go first? How can you use this knowledge to improve the impact of your piece?

the envelope, they'll never see that carefully crafted letter it contains. Studies show you have three seconds or less before the recipient keeps or trashes your mail piece and 30 seconds or less for them to make the decision to open it. Don't let opportunity escape!

If the recipient doesn't open



