



## 5 Tips for More Effective Envelopes

Did you know that the envelope can be a powerful ally in your marketing campaigns? Well-crafted envelopes do more than deliver your letters. They get people to open the flap in the first place so your message gets seen. Here are five tips for making the most of this powerful tool.



### Make it Blank

While much attention goes to making envelopes more colorful, blank envelopes have their own lure. Anything you print on the outside of an envelope can also be a reason for people *not* to open it if they don't like what they see. A blank envelope piques curiosity. People have to open it to see what's inside.

1

### Use Unusual Postage

There are multiple ways to add postage to your envelopes, including meters, indicia, live stamps, and "canceled" stamps. Investigate the different options and consider which will help you best achieve your goals. True and "canceled" stamps make envelopes seem more personal. Indicia can be customized to include photos or text. There is lots of room for creativity.

2

### Take Advantage of Windows

Window envelopes create opportunities to entice recipients by giving sneak peeks of what's inside. Insurance companies might use windows to let recipients see tables with their low rates right away. Retailers might allow the edges of rewards cards to peek through. Nonprofits might reveal portions of letters describing catastrophic needs or inspirational stories so that recipients have to open the envelope to see the rest.

3

### Endorsements

Add endorsements on the outside of the envelope. Has your company been endorsed by the Better Business Bureau? A local or national magazine? Endorsements give prospects or donors peace of mind... before they even read the message.

4

### Teasers

The use of teasers is another way to get people to open the envelope. But instead of using intrigue, as window envelopes do, many marketers appeal to emotion drivers, such as fear, flattery, and salvation. "Attention: Major healthcare breach could affect up to 30 million. See inside." Or "No down payments on auto insurance. Ever." Make sure the message fulfills the prospect's expectations.

5

**YOUR ENVELOPE IS AN IMPORTANT TOOL IN YOUR MARKETING STRATEGY. THERE ARE LOTS OF TIPS FOR MAXIMIZING ENVELOPES' VALUE, SO BEFORE SENDING OUT YOUR NEXT MAILING, LET'S TALK ABOUT THEM.**

Copyright 2020 GRC/INC.