

DIRECT MAIL BENEFITS

Direct Mail is the hardest-working medium available because you can target high-caliber customers in your market area with the most potential to use your services. Direct mail gives you more format options than any other medium and provides results that can be measured and analyzed for maximum cost-effectiveness.

Direct mail is a surefire revenue generator. In a study a few years ago, an estimated \$728 Billion in revenue was reported specifically in response to direct mail. Plus, the U.S. Postal Service is an efficient way to deliver a printed message right into the hands of your customers. Since it's not possible to send a salesperson to call on all the potential customers in your market area, direct mail lets you use over 255,000 mail carriers as your sales force.

DIRECT MAIL IS THE BEST MEDIUM. WHY?

- 55% of Americans subscribe to the newspaper; although only 30% actually read through it all.
- Only 8% of the population listen to any given radio station and only 30% of Americans have internet service.
- Although 95% of Americans have telephones and 98% of Americans have a television, those advertising methods are very costly.
- **EVERYONE HAS A MAILBOX!!**

WHY IS SOLO DIRECT MAIL SO EFFICIENT?

- **SOLO:** Your message stands alone; no more being lumped together with your competitors.
- **TARGETED:** You can select your target audience using many demographic factors.
- **MEASURABLE:** You can calculate your rate of return, thereby judging marketing effectiveness.
- **PERSONALIZED:** You are sending the mail to a specific name and household.
- **CUSTOMIZED:** You create messages that reflect your brand and your commitment to customer satisfaction; you send what you want on your schedule to whomever you want.
- **TANGIBLE:** Your offer is physically placed in customers' hands to be used right away or saved.
- **LESS WASTED CIRCULATION:** You pick your areas and demographics; no more shotgun advertising to the masses and hoping you hit a prospect.
- **TIMED:** You have it mailed on your deadline, not someone else's.

With all these terrific benefits, we hope you'll let direct mail be your first choice for effective advertising.



**MUDLICK
MAIL**

THE AUTOMOTIVE DIRECT MAIL EXPERTS