

# HOW TO JUDGE YOUR DIRECT MAIL PROGRAM

## MYTH: “SEND OUT MARKETING PIECES AND COUNT COUPONS BASED ON COUPON REDEMPTION”

As we all know, consistency and frequency are key elements in the success of any direct mail program, along with a great ad that has a call to action and the ability to target the right customers. Sometimes the hardest part of your direct mail program is figuring out if it is working or not.

In our industry, every month is different, so we cannot judge months in the same year against each other (i.e. March versus October versus November). To accurately judge our monthly numbers, they need to be compared and judged against the numbers from the same month from the prior year. For example, you judge the November 2008 numbers against the November 2009 numbers. Our industry has definite peaks and valleys throughout the year, as well as the market we are located in can determine our strong months versus our weaker months (especially in states such as Florida/Arizona/Iowa/Pennsylvania). The summer months may be heavier than the winter months and the spring months might be stronger than the fall months. Based on the buying habits of our customers, we need to make sure we are measuring “apples to apples” when we judge our marketing program versus counting coupons. If you just count coupons, you could make decisions about your marketing program and business that could cost you thousands of dollars and dozens of customers. Year after year, those numbers could be huge!

That being said, it is great to see customers come in with postcards or any marketing piece that you sent out because it shows the marketing piece is, in fact, out in your market. However, direct mail from Mudlick Mail targets high to middle income customers who are not necessarily coupon shoppers. These customers are your “Grey” customers, or people who shop at your store without using coupons. These customers have more money to spend and will be easier to close at the front counter. They are motivated to do business with you because of some of the items below:

1. **SPEED OF SERVICE**
2. **CONVENIENCE AND COMFORT**
3. **OUTSTANDING CUSTOMER SERVICE**

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Direct mail is an incredible marketing vehicle in which, if done month after month, you will see your sales grow. The focus should be on dominating your market area (2-3 miles for dense areas or 7-10 miles for rural areas). If you strip away the lower income areas that have below \$50,000 incomes and focus on the 85% of your market that have strong incomes, you can build a strong and self-sustaining business that will provide you an on-going residual profit.

A consistent marketing program will give you the car count you need, so if you have a solid budget in place, then you can focus on staffing your business and training your people to hit those budget numbers.

**“COMPARE CURRENT MONTH TO PRIOR-YEAR MONTH NUMBERS AND WATCH YOUR BUSINESS GROW”**



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