

Dimensional Mailers in Direct Mail Marketing Must Intrigue

The number-one advantage of dimensional mailers is that they get noticed. Amidst the #10 envelopes, postcards and other traditional mail that your prospects receive daily, boxes, cylinders and lumpy oversized envelopes stand out.

The number-two advantage of dimensional mailers is that they get opened.

Most of us, when we receive a box in the mail, addressed to us, from someone we don't know, simply have to find out what is inside. But you cannot depend entirely on the odd shape or size of your dimensional mailer to do all your work for you. You must still tease your prospect into opening the box.

One organization that knows how to use lumpy mail to good effect is the city of Memphis, Tennessee.

A while back, the nice folks down at the Memphis Convention and Visitors Bureau realized that they needed to attract more meetings and conventions to the city. So they sent a promotional mailer to meeting and convention planners across the United States.

The mailer consisted of a small box wrapped in wrinkled brown paper. Handwritten on the top of the box was this message: "We found your wallet in Memphis." Inside was a wallet, and this message: "Next time, why not come with it?"

The wallet contained faux credit cards for accommodations and dining, with Memphis hotels and restaurants listed

on the back of each card. Along with the wallet was a sales letter explaining why Memphis was the most cost-effective place to host the prospect's next meeting or convention.

You'll agree that this mailer works for a number of reasons. The packaging, complete with wrinkled paper, is unique. The teaser copy on the box is irresistible. And the message inside, along with the wallet, is light-hearted and sure to put a smile on a prospect's face.

The box alone was probably not enough to tease a prospect into opening it. It might have been mistaken for a home-made bomb. But the line about having found the prospect's wallet in Memphis was inspired, and sure to make the recipient reach for the scissors and cut open the package.

As you can see, the goal with dimensional mail is three-fold.

You must get noticed. You must get opened. And you must get read. Naturally, you also want your prospects to respond. But if you've managed to get them to open your package and start reading your sales pitch, your toughest challenge is behind you.

Increase the odds that prospects will

read and remember your marketing message. Research shows that including a promotional product with a sales letter can increase response by as much as 75 percent.

Direct mail stands out from mailbox clutter if it's mailed in a nonstandard envelope or packaged in a box or tube. Items such as jigsaw puzzles or phone cards involve recipients and let them interact with your direct mail piece — isn't that your goal?

All these reasons I've mentioned make direct mail a very powerful marketing medium that, if done right, can have a very high return on your marketing dollar.



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