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Tips for Designing Powerful Direct Mail Envelopes

Direct mail continues to be one of the fastest-growing segments in marketing as advertisers continue to search for greater efficiency in reaching narrowly segmented audiences. But with its popularity, comes tremendous clutter. Therefore, the ability to attract attention and motivate the prospect with the envelope itself can become critically important.

- If you're mailing to existing customers, use your company logo in the upper left-hand corner. If mailing to a list of unknown prospects, consider not using company identification. Or test whether the logo makes a difference.
- Use a "handwritten" note on the front of the envelope. Other items to consider include a simulated note or company routing slip. Place them at an angle for that last-second look.
- Try a photograph. Just make sure it's powerful, nothing mundane. Obviously this is a more expensive approach, but it can be very effective. Consider various sizes and positions for the photo, even bleeding it off the face of the envelope.
- Design your envelope to look like a telegram, priority mail or official notice. Only use this technique if you have appropriate contents...Prospects hate to feel duped!
- Use teaser copy that shouts importance. Don't tell them what they'll find inside—tease them to care enough to open it.
- Avoid trite statements like "Open Immediately."

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