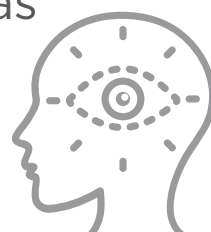


HOW TO DESIGN a successful DIRECT MAIL piece

Studies show social media and digital advertising has **DECREASED ATTENTION SPANS TO 8 SECONDS OR LESS.** Use these five pro tips to make a lasting impression and drive direct mail response.



BRAND CONSISTENCY

Maintain brand consistency to tell (or remind) the reader who you are and what you provide to complement your brand experience.

FONTS & COLORS

Establish a hierarchy of information to lead the reader through the piece of mail by using a structured layout, brand-established fonts, sizes, and colors. Consider your audience closely to appeal to their typography needs.

DIAGONAL SCAN

Readers first scan printed material from the upper left corner, diagonally across the page, down to the lower right corner. Digital readers follow an “F” pattern — across the top, down the left, across the middle, back to the left margin, and down the screen. Place your CTA and special offers accordingly.

LIFESTYLE IMAGERY

The human brain takes less than a second to process images. Showcase lifestyle imagery of people using your product or enjoying your service throughout your mail piece.

CALL TO ACTION

As the most important direct mail design element, your CTA needs to provoke emotion to convince your potential customers to act. It needs to be noticeable, repeated, and repeated again.