

# 4 Reasons Why Direct Mail Is Essential For Small Businesses

Handy Mailing Service

## 1. Existing Customers Are Important

Small businesses can't magnetize new customers like massive corporations like Amazon or Apple can. No, gaining new customers takes lots of resources and effort when your marketing is on a much smaller scale. That means retaining and delighting your existing customer base is critical in keeping your business successful. Here's where direct mail comes in.

Tell me which of these two cards is more effective to your customers? A mass emailed eCard from Jacquie Lawson that never gets opened in their inbox? Or a personally crafted paper and envelope Christmas card wishing them a wonderful holiday season? It gives them a personal touch from you. It shows that you care about them and they're not just another dollar sign walking through the door.

## 2. Consistency Is Key

Statistics show that it can take somewhere from seven to 13 different touches for a prospect to recognize your company. That doesn't even account for how many touches it takes to move them to a sale. The takeaway from this statistic is that consistency is key. You can't keep customers or attract new ones by only sending out a quarterly newsletter or a blog post a year. It takes consistency to maintain those existing relationships and develop new ones. There's no better avenue than sending a monthly print newsletter. You can use this newsletter to entertain, educate, inform, or delight.

## 3. Direct Mail Develops A Relationship

One of my favorite supporting arguments for direct mail is the scientific effect it has on the brain. [Check out this article](#) about the impact direct mail has neurologically. The UK's Royal Mail, came to the conclusion that tangible materials leave a deeper footprint on the brain. That means which each piece you send to your customer, they are having an "emotional experience" with you. For a few seconds, they have some sort of relationship to your brand and product without any distractions. Digital media and email just don't have the same type of impact.

## 4. Stand Out Against Your Competition

We know better than anyone that competition can be a challenge in the way of your marketing efforts. It definitely shouldn't be your focus at all times, but it's always a good thing to be aware of what they're doing. And lucky for you, they're probably not sending out direct mail. Use that to your advantage and stand out from the rest. While prospects are dealing with pushy door to door salesmen, send them a no-pressure postcard with a killer design. Or reach out with a creative lumpy mailer. Combined with an enticing offer, this can be effective in increasing sales conversions.