

YOUR KEY TO BETTER DIRECT MAIL

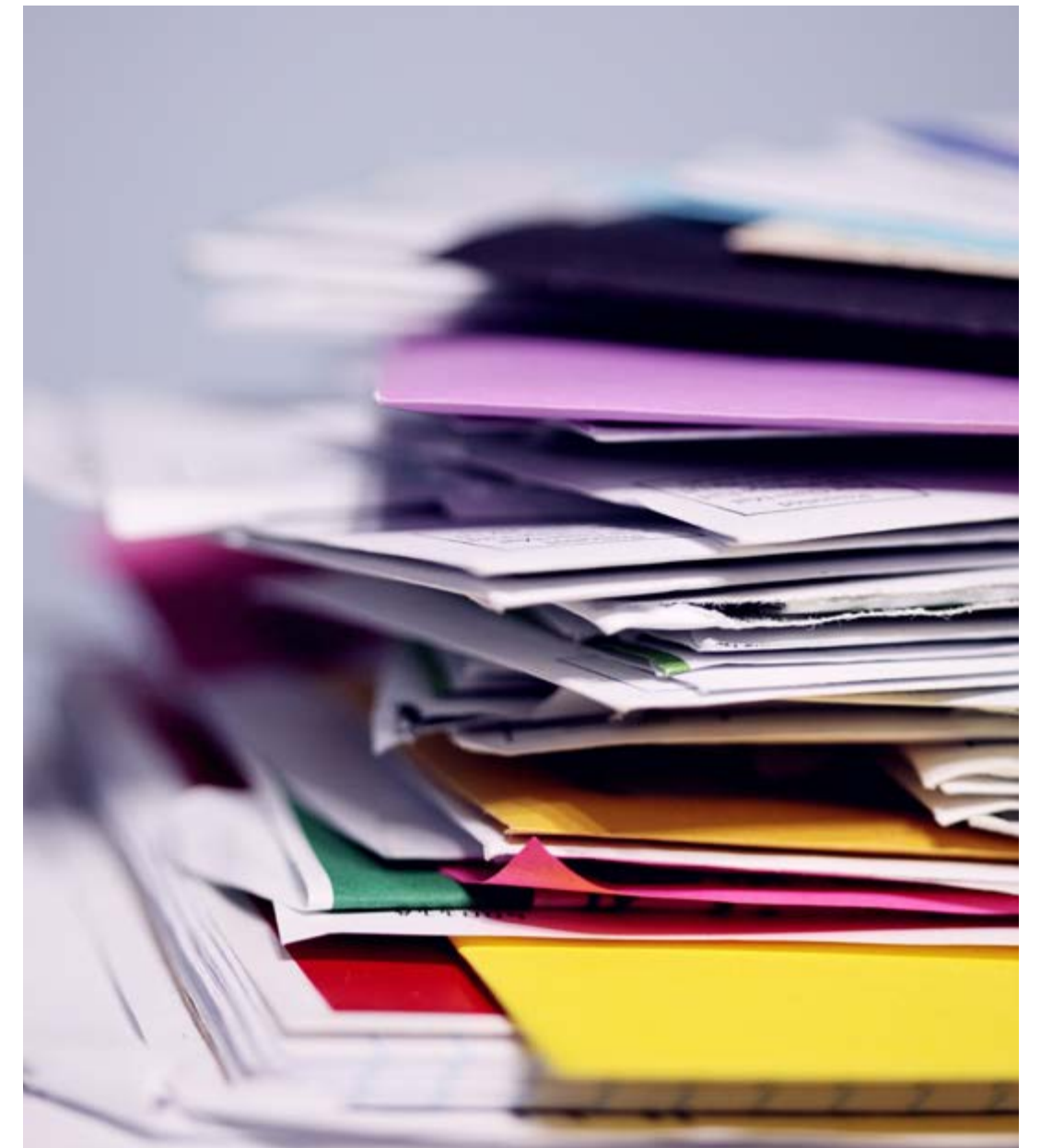
19 time proven tactics for
maximising engagement.

In today's fractured media landscape, attention is the most valuable currency a brand can earn.

Digital messages compete in an environment of endless scrolling, banner blindness, and millisecond impressions. Direct mail is different. When someone opens your mailing, you don't get seconds of their attention—you get minutes. That makes direct mail one of the most attention-efficient channels available to marketers today.

The question is: how do you make a mailing as engaging as it can be?

Over the past 25 years, Red C has studied how people interact with direct mail—what makes them open it, what holds their attention, and what drives them to act. Based on this research and experience, we've developed a framework to help you maximise engagement and create more effective, profitable direct mail.





CATCH

How to capture attention and get your mailing opened



CONSIDER

How to make an instant impression and keep your message clear and compelling



CONVERT

How to inspire action and turn attention into response

WE CALL IT THE DIRECT MAIL ENGAGEMENT MODEL.

The model focuses on 3 critical moments where you can deepen engagement and drive response:



CATCH

How to capture attention and get your mailing opened



CONSIDER

How to make an instant impression and keep your message clear and compelling



CONVERT

How to inspire action and turn attention into response

Time-tested tactics for boosting response

On the following pages, you'll discover proven tactics for each stage—practical techniques to help you create direct mail that commands attention, builds consideration, and converts engagement into results.

If you would like to create more responsive, more effective direct mail packs, get in touch with Red C today.
Call 0161 872 1361 or email Steve White at swhite@redcmarketing.com

CATCH



**How to overcome the
first hurdle and get
your mailing opened.**

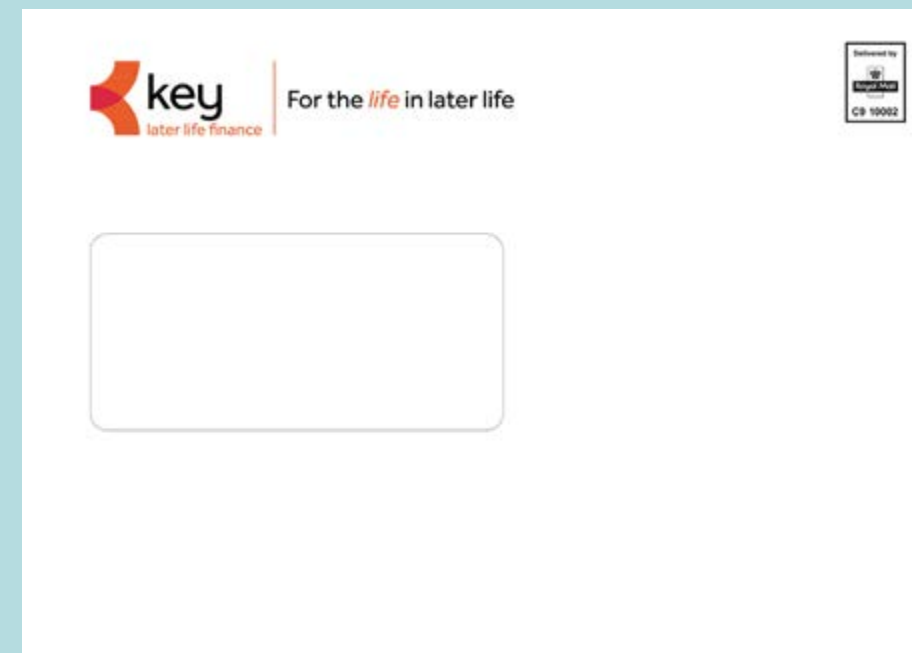
THE FIRST HURDLE

The first stage in the persuasive process is getting your recipient to open the envelope. So your first decision is whether the envelope will be plain or printed.

Plain envelopes incur no design or printing costs, making them the cost-effective option. But be careful. You risk disappointing your recipient when they open it and find a marketing message instead of something more serious.

A stronger tactic is to 'put your best foot forward'

The people you most want to open your envelope are those who are most likely to be attracted to your offer once inside. So make your strongest proposition on the envelope using a single-minded, benefit-led headline... on both sides, don't forget the reverse of the envelope.



We conducted an envelope test for equity release specialist Key Later Life. The brand was running a plain white outer to save on print costs.

However, in tests, our printed envelope delivered a significant uplift in response.

THE FIRST HURDLE

Overcoming inertia

However compelling the headline you also need to overcome inertia, so give recipients reasons to open your envelope immediately. For example:

- If your product or service includes an offer, give it a deadline
- If your prices are only valid for a while, or if your stocks are limited, say so
- Use an extra window to give the reader a glimpse of the offer or benefit, tempting them to open

No wires, no pads, no batteries, just...

whistl Delivered by Royal Mail C9 10002

Blissful relief from your pain

Over 2 million users worldwide

paingone One
the original TENS pen

Drug-free relief from the pain associated with:
Arthritis & Sciatica | Back Pain | Shoulder Pain | Knee Pain | Elbow Pain



Look at this hardworking envelope for leading natural wellness specialist, Tower Health.

The front promises a specific, emotional benefit to the reader - blissful relief from pain.

Open now for your exclusive triple offer

£5 OFF
PainGone One
~~£34.95~~ £29.95

+ FREE
Joint Plus Gel
worth £9.95

+ FREE 48-72hr delivery
worth £3.95

HURRY!
Order within 14 days to claim

jointplus
life just gets better

paingone One
the original TENS pen

If undelivered please return to PainGone c/o Metromail, Unit 6 Foxcover Ind Estate, Admiralty Way, Seaham, Co Durham, SR7 7DN.



The reverse presents a compelling offer with a tight deadline to encourage immediate action.

THE FIRST HURDLE

Add intrigue and involvement

Anything that gets your prospects more involved in your message will help improve response. 3D mailings will always get opened by their intrigued recipients, and in B2B marketing the cost is easily offset by the value of the sale.

For Current Lighting Solutions, we mailed a miniature grow kit to prospects, using 'teaser' messages on the outer to intrigue the reader and encourage the open.

The mailing helped open up a valuable pipeline of profitable new leads for the brand's new partnership programme.



THE FIRST HURDLE

Dramatise the proposition

The beauty of mail is that you can use the format to really bring your proposition to life from the outset. Ask yourself: how could the shape of the package, or the way it opens, influence response?

For martech brand ResponseTap, we targeted prospects with a prize incentive—a 24-hour trip to Paris for two. The highly successful mailing was specially designed to look like a pair of Eurostar tickets, guaranteeing it got opened.



CONSIDER



**How to keep your message
clear and compelling so
your reader considers it.**

BEYOND THE 30-SECOND SCAN

Most of your recipients will spend 30 seconds scanning the mailing and assessing your offer. In that short timeframe, they will decide whether it's relevant, whether they can afford it, and whether they want it enough to consider it further. You must give them compelling reasons to stay engaged.

Get them nodding

Try to create a high nod factor rating for your pack... a series of small yes's which create the climate for a big yes (committing to buy) later.



th tower health

Mrs Sample
Sample Street
Sample Town
Sample City
AB12 3CD

XXXXXXXXXXXXXXXXXXXX

**Blissful drug-free, proven
pain relief Try it today risk-free**

Dear fellow pain sufferer

Living with pain is so frustrating, isn't it? When you've tried all the pills, creams, and exercises. When you've done everything your doctor or physio told you to, even paid for private treatments, but you're still suffering. It wears you down. If you put up with joint and back pain, arthritis, sciatica, or cervical spondylosis... you should try Paingone One. It's a proven, natural treatment used by over 2 million pain sufferers worldwide. Because it works.

paingone One
the original TENS pen

"Excellent"
4.5/5 positive trust score
★ ★ ★ ★ ★
★ Trustpilot

Join over 2 million pain sufferers worldwide and try...

One
the original TENS pen

paingone One

Look at the opening paragraph of this letter for leading natural wellness specialist, Tower Health.

By empathising with the reader and showing you understand their problem, you have a better chance of persuading them that you can provide the solution.

Chunk your message to aid readership

Another technique for extending the time spent reading the pack is to include extras. Small inserts are a useful tool for chunking up your message and getting the reader to focus on a specific aspect of your offer.



lower
tower
health

paingone** One**

The original TENS pen

Blissful pain relief from just 30 seconds

Clinically tested to relieve pain caused by:

- Arthritis & Sclerotic
- Back and Shoulder Pain
- Arthrosis of the Knee
- Tennis Elbow
- Cervical Spondylosis

See overleaf



The electric stimulation targets the point of pain



A leading health campaigner writes:

"I'd like to see every home in Britain with one of these devices..."

Hear from other medical professionals

Try it risk free for 60 days

This 6-page leaflet presents the same pieces of information in multiple ways. Whether they read the promotional copy, the set of FAQs, or the customer testimonials, the reader will gain a solid understanding of the product's features and benefits.

paingone One
the original TENS pen

Get blissful relief right at the point of your pain

Imagine being able to relieve your pain without drugs, gels, or expensive trips to your physical therapist. PainGone One isn't like any treatment you've tried before.

In fact it succeeds where many other pain devices fail. You get blissful relief from just 30 seconds of use, straight on the point of your pain. We've had hundreds of letters from people – medical professionals and patients – expressing delight at how effectively it helps to relieve pain.

Like TENS but much more convenient

PainGone One is a pen-shaped device that works like a TENS machine. You click the button at the top and it stimulates the nerves around the spot that hurts – giving you blissful and prolonged pain relief almost instantly. Yet unlike other TENS machines you might have tried, there's no wires to get tangled up in, no batteries to replace and no sticky pads. So, you can use your PainGone One anytime, anywhere.

A clinically proven 'Class 1a' medical device

Clinical studies carried out in NHS Hospitals, plus trials both in the UK and Europe, have drawn similar conclusions. PainGone One can reduce your pain, increase your mobility, and help you cut down or stop taking pain-killing tablets. And unlike the kind of painkillers you get on prescription, PainGone One has no horrible side effects.

5 reasons PainGone One is trusted by 2 million pain sufferers world-wide

- 1. Drug-free with no medical side effects** – use it as often as you need it
- 2. Small and light** so you can carry it in your pocket or handbag
- 3. No annoying leads to get tangled** – use it freely anywhere, any time
- 4. Works through clothing** so you don't have to get undressed or use it in private
- 5. No batteries, no pads, no cables, no maintenance** – it's so simple and it **WORKS!**

60-day risk-free money-back guarantee

We're sure you'll love the blissful pain relief you get from your PainGone One. But if you decide you don't, just send it back for a full no-quibble refund.

Call now to order
0800 000 0000

Speak an advisor in who'll be happy to answer your questions

8am-8pm Monday-Friday 9am-5pm Saturday

Your questions answered

What can I use PainGone One for?

PainGone One has been used by over 150,000 people in the UK. People who suffer the pain caused by many conditions such as arthritis, back pain, osteoporosis, spondylitis, rheumatism, sciatica, rheumatoid arthritis, migraine and inflammatory conditions. While PainGone One is not a cure and shouldn't be used to treat any chronic condition, you can use it to safely relieve the pain associated with your condition.

Will PainGone One work for me?

Over 90% of pain sufferers who give PainGone One a try, go on to keep it permanently.

Has PainGone One been clinically tested?

Yes. PainGone One has undergone several clinical evaluations. The latest pilot study showed both a decrease in pain and an increase in mobility for the patients involved. PainGone One's effectiveness has also been clinically confirmed. Independent tests show it stops or relieves pain quickly in up to 87% of cases it is used, making it a reliable alternative to medication. PainGone One meets the stringent requirements of the Medical Devices Directive and is a 'Class 1a' medical device.

Can I overdo it?

No. PainGone One can be used as often as you need it.

How long does PainGone One take to work?

In many cases PainGone One helps relieve your pain almost instantly, or within a few hours. But everybody is different, and some people tell us it took 2 days or a couple of weeks to feel the blissful relief.

Guaranteed pain relief or your money back

Is PainGone One safe?

Yes. PainGone One is 100% safe, with no side effects. If you're fitted with a heart pacemaker, suffer from epilepsy or are pregnant, we recommend you seek medical guidance before using PainGone One. It's not recommended to be used directly over metal implants. PainGone One isn't intended to replace current medication or diagnose, treat, or cure any condition. Always consult your doctor if you're on medication or concerned about your health.

Is PainGone One easy to use?

Yes. You press the top of the PainGone One onto the point of your pain and click the red push button repeatedly for about 30 seconds to get blissful relief.

Is PainGone One guaranteed?

Yes. As well as a year 60-day, no-quibble, money-back guarantee, PainGone One carries a 2-year warranty against malfunction. In the unlikely event of a fault, just return your PainGone One and we'll send you a replacement.

Read why 9 out of 10 people who try PainGone One keep it

We've had HUNDREDS of letters just like these from people happy to let us know that PainGone One REALLY WORKS.

Back pain

"I suffer with back pain in the lower part of my spine. Since I have been using my PainGone One pen I have not had to take any medication for pain, I couldn't be without now." **MJ B Castle**

Sciatica

"I am 45 and have suffered with chronic sciatic pain for 7 years. I have had chiropractic treatment, physio, osteo' and most recently, under the direction of a sports injury specialist in Harley St, injection of steroids directly into my spine. Nothing has worked! Yet in the one week since receiving the PainGone I already note an extreme reduction in the pain, which although still present, definitely seems to be diminishing a little more each day." **Greg**

Osteoarthritis in the knees & hips

"This is my second PainGone. My other one, I have had for two years and have got a lot of relief when, in the night, I have a lot of pain in my knees and feet due to osteoarthritis. I was afraid my other one was running out after two years. I would not like to be without it, it is so handy to take out of my handbag too should I need to use it." **V.Syrett**

Spinal arthritis & tennis elbow

"Amongst other things, I suffer from osteoarthritis of the whole of my spine, and even though I have been taking a high dosage of anti-inflammatory drugs, plus eight strong pain killers a day, I am never out of pain. I was sent information about your PAINGONE One. I mentioned it to my Doctor and he said 'It's worth a try.' It certainly was! I ordered one and from the start, it gave me relief from the pain. I am able to manage now on at least half my pain killers, less on a good day, by using the pen instead. I have to use it in several places along each side of my spine each time for best results. A few friends have shown interest themselves. One in particular used my pen on her tennis elbow and after days of pain had immediate relief for the rest of the evening and night. I will certainly be passing on the results and information to my doctor as I am sure many others would benefit from the use of this pen." **Olivia Marian Thomas S.S.C. / Consecrated**

Arthritis in the hips

"At first I used the pen four or five times a day, but now I only need to use it twice, once in the morning and again at night. I am partially disabled and so I am sure you understand that any pain makes moving around that much harder and so I can't thank PainGone enough." **J.P. Foskett**

Spondylitis and chronic pain

"I have had cervical spondylitis since 1993 and I am in continual pain. The great advantage of the PainGone One is that I can use it without help and it gives immediate benefits within minutes. I would recommend PainGone One to anyone who suffers from continued chronic pain or for other users such as sports injuries and general aches and pains." **From Arthritis Research Campaign website**

Knee pain

"I suffer from acute knee pain and PainGone took 3 to 4 days to give relief. It's wonderful not to have to take pain killers. I have recommended it to my osteopath."

Mrs Hollins

"I have demonstrated the device to some of my colleagues with outstanding results, one reported that her knees were pain free for the first time in two weeks. I continue to have success with demonstrations, perhaps I'll give up nursing and be a pen. Thanks again!" **Sister N.Ovens BSc RCM SCH DN**

Chronic pain

"I am writing to tell you how pleased I am with the results of the PainGone One. I have been in continual pain, and I have regular physio and acupuncture which give relief from pain and I also use TENS. The TENS gives good temporary pain relief but is awkward to use by myself as the electrodes have to be placed at the base of my neck and I need help doing this. The great advantage of the PainGone One is that I can use it without help and it gives immediate benefits within minutes. I am so pleased with my PainGone One that I am ordering a second one to carry in my handbag!" **SE Grant**

Psst! Flip to the back page to read what the media are saying about PainGone One

BEYOND THE 30-SECOND SCAN

Allow for different reading sequences

Although over half of your readers will go to the letter first, just under half will start elsewhere, and may never get to the letter. So, it is a good idea to repeat and restate the key message and call-to-action in several places.

What we wanted from Key Later Life prospects was an enquiry.

So, we wrote a long-ish letter spelling out the benefits and overcoming objections.

But we also included this tiny little flyer, which gave the reader 2 simple reasons to get in touch immediately.



For the *life* in later life

Mrs Sample
Sample Street
Sample Town
Sample City
AB12 3CD

Dear, <Sample Name>

Has your home turned into a goldmine?

Here's how you can unlock tax free cash and enjoy later life to the full.

Is your home in <Sample town> worth more than you think it is? It could be. In 2021, UK property wealth hit a record £5.2 trillion. Today more and more homeowners over 55 are unlocking the value in their homes with a lifetime mortgage. If you're thinking of doing the same, or you'd like to know a bit more first, I'd like to explain how you could use your status as a homeowner to really enjoy later life to the full.

Why a Key Lifetime Mortgage could be right for you

There are all sorts of reasons people decide a Key Lifetime Mortgage is right for them – what are you looking to do? Maybe you want to clear your debts or help your son or daughter onto the property ladder. Perhaps you've home improvements you'd like to make, or you want to travel and see the world. Here's how a Key Lifetime Mortgage could unlock all those possibilities and more...

So, how does it work?

A Key Lifetime Mortgage turns the value in your home into tax-free cash – without you ever having to leave your home or sell it. You can either take a single lump sum, or you can draw down several sums over time, whatever works best for you. You don't even have to make monthly repayments if you don't want to.

No pressure – if it's not right for you, we say so

Our equity release advisers take the time to understand what you're looking to achieve. Any recommendation we make is personal to you, based on your circumstances. We're happy to answer any questions you have openly and honestly. And crucially if a Key Lifetime Mortgage isn't right for you, we will always say so.

Ask for our FREE Guide to Later Life Finances

You should always think carefully before securing a loan against your home. So, our job is to help you discover whether a Key Lifetime Mortgage could benefit you. You're never under any pressure and you have no obligation to proceed. Most people start by ordering our FREE Guide: Helping You Take Control Of Your Later Life Finances. Find out how you can get yours at the bottom of this page.

Read over 15,620 reviews on Trustpilot

Our customers have rated us 'Excellent' on Trustpilot and we have over 15,620 five-star reviews which you can read. Here are some of the most recent:

“We used Key Equity release to provide funds to upgrade parts of our house. The Company were professional, supportive and explained the process very clearly. The meetings with Key Equity which were conducted on Zoom were informative and friendly and at no time did we feel pressured. It was a positive experience. We would recommend Key equity to anybody considering equity release.”
Mr. F. Denison June 2022

“All members of Key I spoke to were helpful and friendly, nothing was too much trouble for them. I recommend Key to anyone looking to take out equity on their homes. My request went through very quickly. I already have my money and am starting to do the projects I wanted the money for. I am very pleased with the outcome and Key's staff.”
Ms. H. Kane July 2022

Get your **FREE** guide to unlocking the value in your home. Call free on:

0808 252 9769

or visit [KeyLaterLifeFinance.co.uk/MyLaterLife](https://www.KeyLaterLifeFinance.co.uk/MyLaterLife)



Rated excellent by 16,000 customers

UK Property wealth hits £5.2 trillion
A NEW RECORD

Equity release customers withdraw £125,000* on average, to help in later life

Properties in M41 have released

£123,688*

In tax-free cash in the past 12 months




*Equity Release Council Spring Market Report 2022
*Average lump sum of equity released in Q2 2021 - Equity Release Council Spring 2022 report. Amount you can release dependent on individual circumstances. *Figures correct as of 06/05/22. Interest rate reviewed and plan features are subject to eligibility. Ask for a personal illustration.

Yours FREE



To explore our lifetime mortgages, go online and search Key Later Life Finance




For the *life* in later life

See how much you could release with our **FREE** property wealth calculator

No obligation to proceed

[KeyLaterLifeFinance.co.uk/MyTaxFreeCash](https://www.KeyLaterLifeFinance.co.uk/MyTaxFreeCash)

5-star Trustpilot rated | Expert advice | Award-winning service



For the *life* in later life

Get your **FREE** GUIDE to Later Life Finances


Call free on:

0808 252 9769

Or, visit [KeyLaterLifeFinance.co.uk/MyLaterLife](https://www.KeyLaterLifeFinance.co.uk/MyLaterLife)



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Equity Release | Mortgages | Wills & LPAs

BEYOND THE 30-SECOND SCAN

Use data to personalise your message

Perhaps the biggest driver of direct mail engagement is relevance. The more relevant you can make your message to your reader, the greater your chance of gaining and holding their attention.

Forest Holidays' customers often book a return break at a park they've stayed at before. So, we created this cost-effective, personalised 10-page brochure, using propensity data. With messages like 'Fancy staying at Sherwood Forest again?' and 'If you liked it there, you'll love the Forest of Dean' the mailing delivered a big upturn in bookings.



BEYOND THE 30-SECOND SCAN

Know the value of a good offer

A good offer should give the reader all the motivation they need to take action. It adds another reason why they should get in touch right away. The more you can do to make your offer feel tangible, the better.

Shearings wanted to reward its VIP customers – who travel several times a year – with an exclusive offer. So, we created a mailing offering loyal customers priority treatment via an exclusive pin badge.

Feedback was overwhelmingly positive... with recipients' friends even contacting Shearings to request a pin badge!



ACCOMMODATE SCAN READING

To really maximise engagement, you must design your pack to support scanning. For example:

- People naturally fix on pictures, captions, headlines and sub-heads, panels of bullet points and graphic devices such as ‘Johnson boxes’
- People ‘zoom in’ on personalised text such as use of their name or parts of their address
- People commonly read the opening paragraph and then ‘skip’ via the sub-heads down to the signature (who is writing to me?) and the PS



Would your offer be fully explained with this reading sequence?

Mr A B Sample,
1 Sample Street,
Sampletown
AB1 2CD

OVER 50s LIFE COVER

**GUARANTEED
— ACCEPTANCE FOR —**
Mr AB Sample

**GET A £50 M&S
GIFT CARD*
WHEN YOU TAKE
OUT COVER**

YOUR PERSONAL QUOTE BELOW
is valid until XX/XX/XX

JUST CALL 0800 917 1853

Customer reference: A00-123-456-789

**ROYAL
LONDON**

Protect your family and leave more than memories behind

Dear Mr. Sample,

As you are a valued customer of ours, we wanted to let you know about our Over 50s Life Cover... and a special offer that you are entitled to, a £50 M&S gift card.* Thinking about what will happen when you die is not the nicest of topics, but it could help your family in the future.

Could your family find <£X,XXX> in a hurry?

Did you know that the average cost of a cremation in your region was £XXXX in 2015. This is an increase of £XXX in just one year! It's not a burden you want to leave to your family when you're gone. Take a look at your personal quote below and see how you could protect your loved ones from this expense.

| YOUR PERSONAL QUOTE | | |
|--|---------------------------------|---|
| MR. A B SAMPLE Current age: XX Quote valid until: Xth Month 2016 | Your example monthly payment | Amount of money when you die (now, aged XX) |
| You can choose any monthly payment between £3.95 and £100 . Some examples are listed here. If you'd like to pay a different amount, call: 0800 917 1853 and mention SLZ607 | £3.95 | EX,XXX |
| | £5 | EX,XXX |
| | £10 | EX,XXX |
| | £20 | EX,XXX |
| | £30 | EX,XXX |
| | £50 | EX,XXX |

Plan ahead and help lift the financial burden from your family

Taking out our cover is simple, payment is flexible and you can relax knowing you have helped to make a difficult time easier for your loved ones. Please see the important things to know section overleaf for more information.

Yours sincerely
K. Marrs
Katherine Marrs
Over 50s Team

P.S. Funerals can be expensive, so our plan is designed to help give you peace of mind.

*Royal London National Funeral Cost Index 2015.

Call 0800 917 1853 to talk to a UK-based expert, 7 days a week:
MON-FRI 8am - 7pm **SAT** 9am - 5pm **SUN** 10am - 4pm. All calls are free from UK landlines and mobiles.

Complete and post the attached application form in the enclosed pre-paid (no stamp needed) envelope.

Or buy online at royallondon.com/fairminded

Royal London, PO Box 409, Royal London House, Alderley Road, Wilmslow SK9 0EG

5 GREAT REASONS TO CHOOSE US

- 1. Guaranteed acceptance**
We won't pry into your health. If you're a 50 - 80 year-old UK resident, you're in.
- 2. Great value cover**
From as little as 13p a day.
- 3. Bigger payouts**
95% of the time we pay out more than SunLife as at 13th June 2016.*
- 4. Full cover after 1 year**
We will pay out the full amount of money if you die after only a year.
- 5. Fairer cover**
If you stop paying your family could still get some money.

What you'll find in this pack...

3 EASY WAYS TO BUY

If your readers were to take no more than a brief look over your mailing, would they get your proposition and what you want them to do?

Look at the layout of this letter we created for Royal London.

Even at a glance, the reader can see instantly what's on offer, why they should consider it, and what they need to do to get it.

NOW PERSUADE ME

The longer your reader spends with your mailing, the more likely they are to be interested. Now you need to persuade them. Expand on each of your key benefits to provide more detail and reassure the reader that they are about to make a good decision.

Overcoming objections

Your readers have different needs and concerns. Your job is to present the most compelling case to act. That means thinking like a salesperson, addressing all of the possible information needs, and overcoming all the possible objections one by one.

Use confidence boosters

Testimonials help overcome objections, because they are credible. Q & A panels also work, because they articulate the reader's concerns. Guarantees, explanatory copy about craftsmanship or quality control, and company history sections can all reassure the potential customer, too.



There are many misconceptions about using equity release that prevent people from benefiting from Key Later Life's products.

We've produced a variety of confidence boosters to help reassure prospects. For example, this 8-page FAQ-style leaflet debunks some of the most common equity release myths.



NOW PERSUADE ME

BOOSTER CHECKLIST

| | |
|---|---|
| Testimonials | ✓ |
| Independent statements (Press, Industry Bodies) | ✓ |
| Guarantees | ✓ |
| Money back disclaimers | ✓ |
| Frequently Asked Questions | ✓ |
| Send no money now messages | ✓ |
| Step-by-step guides (to responding) | ✓ |
| Contact details - telephone number, address, website | ✓ |
| Official accreditation, membership bodies | ✓ |

The ‘don’t say no’ device or Director’s Letter

This usually takes the form of a sincere, compelling message from an authority figure. It may focus on one specific benefit or summarise all of the reasons to take up the offer, but it reads in a non-promotional way. We’ve rarely known this device to fail to uplift response.

HOUSE of BATH
HOME OF INSPIRATION

Mr A Sample
Sample Address Line 1
Sample Address Line 2
Sample Address Line 3
Sample Address Line 4
Sample Address Line 5

Order today
**FREE
Delivery***
worth £4.95
Quote Code CLHQ4
Offer Expires
21st April 2017



Dear Mrs Sample,

A special offer for a special customer

There's something lovely about this time of year, don't you agree? The days are getting brighter, the sunshine a little warmer, and I expect your garden is beginning to bloom, too.

It was with this in mind that I thought to write to you. In fact, you're one of just a handful of customers I'm writing to today, to remind you about a special offer that you are entitled to.

Enjoy 136 pages of inspiring seasonal ideas

Hopefully you should by now have received your 'Glorious Gardens in an Instant!' catalogue. Inside you'll find all manner of seasonal inspiration, from effortless gardening and entertaining, to flattering styles for your wardrobe and clever ideas for around the home.

Enjoy FREE DELIVERY with our thanks – when you order before 21st April 2017

Also included in the catalogue is a special offer. Did you spot it? Well, as you're one of our best customers, I didn't want you to miss out. So feel free to order anything you wish (there's no minimum spend) and you won't pay for postage – simply quote code CLHQ4 before 21st April. Even if you have already placed an order, treat yourself again and I will make sure the discount is honoured.

I hope you have a wonderful spring, especially if you're planning on getting together with friends or family over Easter. Thank you for shopping with House of Bath.

Best wishes,



Kay Handscomb
Founder of House of Bath

P.S. Visit our website for even more inspiration and easier ordering.


 **www.houseofbath.co.uk**  **0871 984 2000**

Lines are open 7am-10pm, 7 days a week. Calls may be monitored. Calls cost 13p per minute plus your phone company's access charge.

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Note the tone of the director’s letter above and the lift letter opposite. Both sound polite, personal, and sincere, offering a gentle nudge to place an order.

Before you
decide to
order or not,
READ THIS...



**A MESSAGE FROM
OUR FOUNDER**

I know only too well that advancing age and painful medical conditions can be pretty debilitating.

The aches and pains take their toll, slow you down and ultimately stop you from enjoying the active lifestyle you really want to live.

So, I wanted to do something about it.

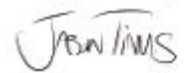
My solution is the Paingone Flow Expert – a breakthrough, drug-free CE-certified medical device that uses clinically-tested electrical muscle stimulation to improve circulation and soothe the pain from swollen legs, ankles and feet.

I'm so confident you'll enjoy the instant relief you get from Paingone Flow Expert that I'm willing to let you try one at home without risk for 60 days.

I'll even have my team ship it to you for FREE. If you're not happy with the sweet, soothing relief you get from Paingone Flow Expert, simply return it.

You too can get back to the mobile, active lifestyle you want to live – just like thousands of our customers have already. You'll find more information in the enclosed leaflet.

Thank you for reading.



Jason Timms
Founder

P.S. Try the Paingone Flow Expert risk-free for 60 days. You pay nothing for shipping.

CONVERT



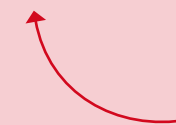
**What you need to do
to inspire action.**

THE END GAME

At this point, your reader is ready to accept your offer. You have persuaded them to say YES. But it is a qualified yes. The direct marketer's greatest enemy, INERTIA, begins to take hold! Here are a few simple ways to get things moving.

Amp up your call-to-action

It's vital you make it clear to the reader what you want them to do. The more compelling you make it, the more likely the reader is to act.



We created this festive Christmas card mailer for Beaverbrooks. Rather than a standard 'shop our Christmas collection and save £50' message, the mailer presents the reader with a giftcard 'to spend on someone special (including you!)' and the chance to win £1,000.

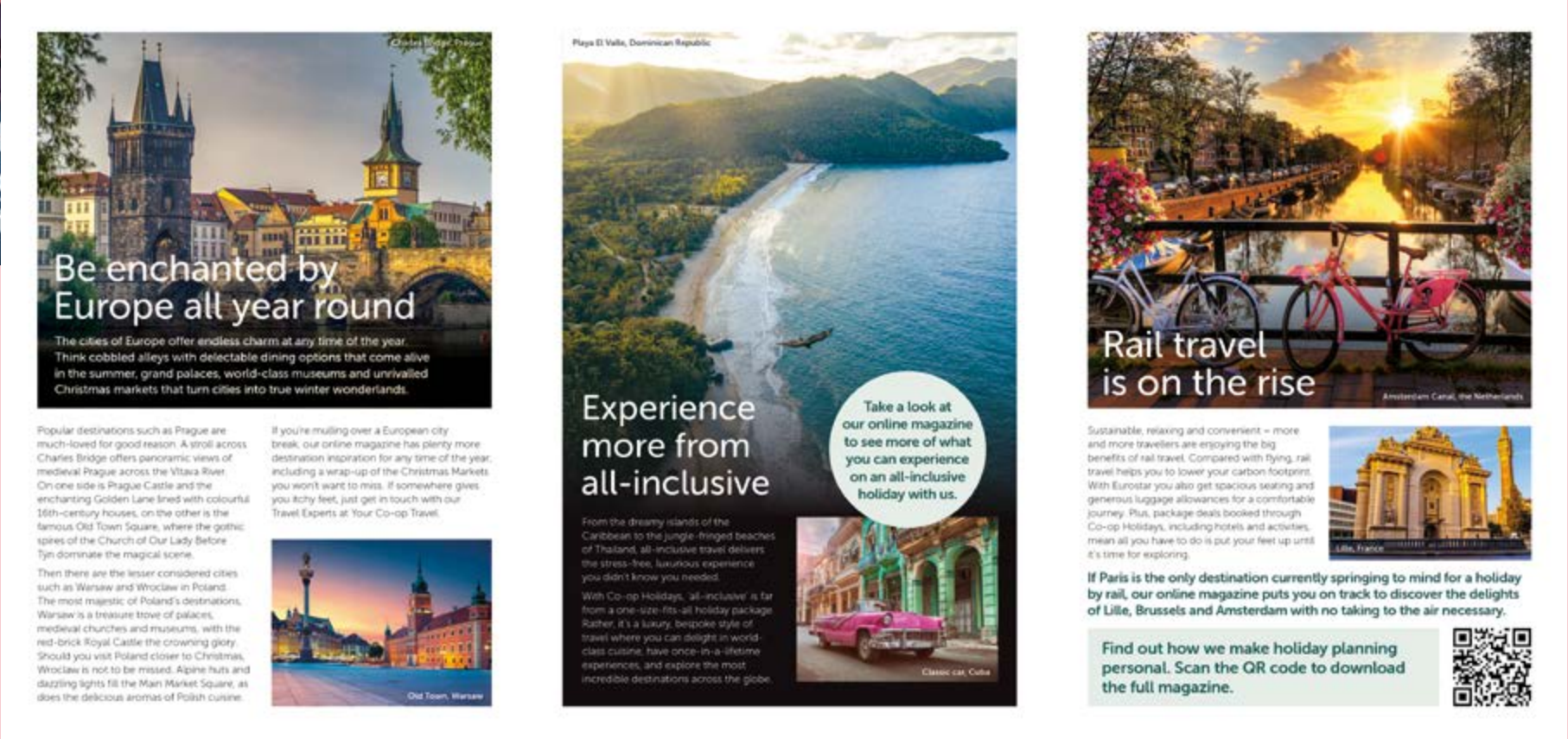
THE END GAME

Use a QR code

QR code readers are now a standard feature on smartphones. Your reader can simply scan the code you put on your mailing and get taken straight to the content you want them to see.



We tested sending Your Coop Travel magazine customers a roll-fold mailer with a QR code inside.



Once scanned, the code opened an online version of the full magazine.

The roll-fold + QR code test performed well, giving the brand a more cost-effective alternative to mailing every customer a full magazine.

THE END GAME

Create a sense of urgency

You don’t want action in a few days; you want it right now! So, talk up the product’s immediate benefits or imply an imminent loss.

For call tracking specialist ResponseTap, we sent prospects a mysterious manilla envelope containing an urgent request to access an unredacted ‘CIA’ report. The campaign had an immediate effect, starting conversations, raising brand awareness, and generating hundreds of thousands of dollars’ worth of qualified marketing leads.



THE END GAME

Justify the price

Muster every possible benefit and stack them up against the price. If possible, use price guarantees, or promises, especially one that increases the urgency such as ‘Prices fixed until...’

Look how hard this order form works. Instantly, the reader can understand everything they get, including precisely how much they save. The 60-day trial period provides reassurance and helps justify the price, too.

PainGone One - Priority Order Form

Order within 14 days and you **SAVE £18^{.90}**

PainGone One
£34.95 **£29.95**
SAVE £5

☒

Joint Plus Gel
£9.95 **FREE**
SAVE £9.95

☒

48-72hr delivery
£3.95 **FREE**
SAVE £3.95

☒

AS SEEN ON
TV

FREE
Joint Plus
Gel Worth
£9.95

One®
the original TENS pen

paingone

One®

"Excellent"
4.5/5 positive trust score
Trustpilot

Try it for
60 days risk-free

9 out of 10 people who try PainGone One keep it, and we're sure you'll be happy with the blissful relief you get too. But if you decide you're not, just return it for a no quibble refund.

STEP 1
Call **FREE** on 0800 000 0000 or shop online –
quote code XXXXXX

STEP 2
Or complete and return this order form

STEP 3
Receive Your PainGone One within 3 days and start enjoying blissful pain relief straight out of the box

Quote Code XXXXXXXX if ordering over the phone or online

Your Details

Customer number:

Name:

Address:

Postcode:

Email:

Daytime Tel. No.

Mobile:

We'll text you to keep you updated of your order progress

VAT EXEMPTION: *The price shown is the VAT exempt price, PainGone One is available at the VAT exempt price, when purchased for use on chronic or disabling conditions such as arthritis, rheumatism, sciatica and back pain, provided you have suffered with the condition for at least 3 months. VAT relief is not available for short-term injuries. The offer price of PainGone One with VAT is £35.94.

Payment Method

By Credit/Debit Card. Please fill in your details below

☐ Visa

☐ Mastercard

☐ Amex

No.

CVV Code

Expiry Date

/

last 3 digits on the back of card. Amex holders use 4 on front

Signature

Date

By Cheque/Postal Order made payable to Tower Health Ltd

I enclose my cheque/postal order for £

Please write your name, address & telephone number on the back of the cheque.

Post your order

Tower Health, 24 Wilford Business Park, Ruddington Lane, Nottingham, NG11 7EP

THE END GAME

Make it easy on the reader

Don't make the response mechanic the last thing you consider

Make the URL for your landing page simple but compelling...include a QR code too

On your website, make the offer prominent and provide clear navigation from the home page

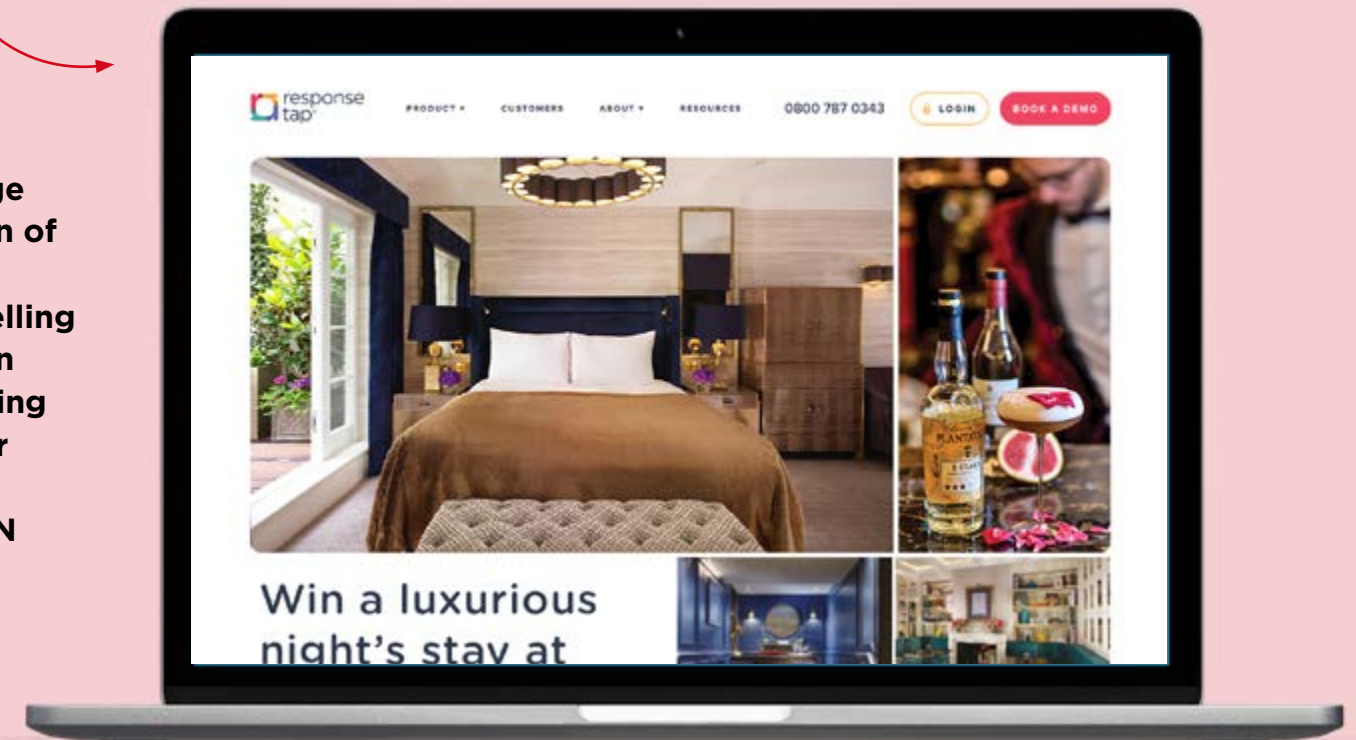
Guide the reader through the checkout process step-by-step - make clear what they have to do

Offer the widest possible range of payment options

If you would like to create more responsive, more effective direct mail packs, get in touch with Red C today.
Call 0161 872 1361 or email Steve White at swhite@redcmarketing.com



Make your landing page URL a simple extension of the URL for your main website - using compelling words. For example, on this pack for call tracking specialists, the URL for the landing page was ResponseTap.com/WIN





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