

Clipper Magazine®

Featured In...

Creating A Direct-Mail Marketing Plan

Direct mail devices can be the most efficient way to promote your restaurant and catering services as well as to help attract new customers. They can illustrate your extensive menu selections as well as offer seasonal discounts or specials that will entice customers to try your food. Most consumers today are very visual shoppers. Therefore, strong photographs and images of your most mouth watering dishes or your bold restaurant designs are recommended.



It's best to hire a professional graphic designer or a marketing agency to design your direct mail campaigns to make your business look professional. To accompany your great looking direct mail piece, it's helpful to be clever with your headlines. When placing a strong photograph, headline and logo, also consider a small listing of your menu and unique dishes.

Direct mail campaigns vary from solo direct mail postcards, which are able to deliver your targeted message and image directly to thousands of potential customers homes', to colorful brochures, menus, direct mail magazines, coupon envelopes and flyers that will help you showcase a plethora of menu options, business' discounts and introductory specials.

In addition to a full blown direct marketing piece, consider the direct mail marketing postcard route using bulk mail permits. Your postage will be less expensive than standard mail. Unlike envelopes, they don't have to be opened for the potential customer to immediately see your offer on a colorful postcard. It is best to use a high quality glossy or laminated card stock for your postcards. They are more durable and more appealing to the recipients.

For solo direct mail letters, postcards, menus and brochures, you will need to write the copy, create the artwork, determine your targeted markets and hire a local direct mail house to facilitate each mailing.

Consider companies that create and deliver restaurant menus to thousands of targeted local homes. They can custom designs your menu with direct mail marketing strategies in mind. For one low cost, they provide the database, address labels, storing and mailing of your menus to homes, apartments and businesses in your area. All you have to do is sit back and watch your customer base grow.

As you investigate the price of many direct mail options, you will quickly discover the wonderful financial and creative benefits of nationally respected direct mail resources like Clipper, Savvy Shopper and

Consider companies that create and deliver restaurant menus to thousands of targeted local homes. They can custom designs your menu with direct mail marketing strategies in mind. For one low cost, they provide the database, address labels, storing and mailing of your menus to homes, apartments and businesses in your area. All you have to do is sit back and watch your customer base grow.

Mint Magazines as well as Val Pak, Money Mailer and others that are available in your local community. Professional direct mail program resources will offer you complimentary marketing consultations, artwork and the use of professional photographs, mailing lists, printing and postage all in one simple package. Plus, their marketing consultants can share examples of other successful restaurants

Companies such as Clipper Magazine, Savvy Shopper and Mint produce full color glossy direct mail magazine. Val Pak, Money Mailer and others group advertisers promotions together in an envelope



format.

The cost of both types is usually about four cents per home as opposed to solo direct mail campaigns which usually cost between fifty cents to one dollar per home. When you add up the costs of artwork, printing, mailing labels and postage, the magazine or envelope mailers are more economical.

To attract first-time customers or convince current customers to try something new offer discounts. Consider offering a free appetizer or desert with purchase of 2 entrees. When offering discounts, small percentage are usually perceived as weak offers and ignored. Use strong dollars off discounts or 50% off or higher discounts to get a much stronger reaction.

Also try to avoid excessive disclaimers and rules for what is not included in these varied offers. Try to keep your special offers simple with words like, "No Double Discounts. Expires 00/00/07." If you use gift certificates or coupons, make them valid for no more than 60 to 90 days to keep your offers timely.

It takes a long term investment to successfully market your restaurant business. So get going on a direct mail recipe that best fits your restaurant.



EDITORIAL NOTE: For a complimentary direct mail advertising consultation with Clipper Magazine, Savvy Shopper or Mint Magazines and to find a local resource near you, call 866-802-1429 or visit www.ClipperMagazine.com www.MyClipper.com.