

Direct Mail Marketing Not the Dinosaur You Think

It's no secret that in this day and age, anyone with turntables, a computer, a little talent and a love of music can call themselves a DJ. As audio technology advances, bedrooms have been converted into studios and bathrooms into sound booths. Now, DJs need to find ways to differentiate themselves from the sea of competition.

Handing out business cards and sending e-mail blasts can only go so far. Here's a counter-intuitive idea: There is something to say about the physicality of receiving a post directly in your mail, as opposed to opening one in your e-mail—it makes it that much more personal. One way to set yourself apart and get people to notice that you're anything but a name in an Internet listing is with an effective direct-mail marketing plan.

That's right. I've said it. In an age where everyone believes the Internet is the future, I say a bit of the past can separate you from your competition. Direct mail marketing offers DJs a unique opportunity for effective and measurable advertising results. It offers the opportunity to visually share your establishment and get people interested. It also remains the most affordable, targeted and trackable advertising opportunity for both well-established and up-and-coming DJs.

Getting Started

With various direct-mail marketing opportunities available to you, there are many different ways in which to utilize the services for a perfect marketing campaign. If you've stopped sending direct mail to your lists from bridal fairs and have been relying instead on your website to carry the weight, think again.

Solo direct-mail letters, newsletters,

freestanding inserts, postcards and brochures can illustrate the perfect wedding that your bride has been dreaming of. Because assembling the perfect composition may be a difficult and time consuming task, it's recommended to hire a professional graphic designer or a marketing agency to design your direct mail campaigns rather than to create something that may look unprofessional.

Use Quality Photographs, Logos & Colorful Illustrations

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Remember that today's partygoers tend to read advertisements by colorful photographs and logos that are supported by strong headlines and great offers. You must be able to stop potential patrons with strong visual presentations. Consistency is also important. For added effectiveness, try to maintain a consistent visual look and image throughout each of your advertising campaigns. Create an identity for your company and use it to set yourself apart from the competition. Don't be afraid to let the public know who you are and why you're the best. This is a surefire way to bring in more business. If you want to get even more creative, ask your direct-mail resource what they have in their library. Prospective new customers will read all of the big offers as well as the small details, once they are attracted to your beautiful photographs, logo, colors and headlines.



Dollars Off, Not Percentages!

Research has proven that customers react much better to strong dollars-off discounts and incentives. Percentage discounts really are not perceived to be as strong, especially if they are only 10- to 20-percent off. Unless you use a 50-percent discount off or higher, they will be perceived as weak offers and ignored. With a plethora of DJs to choose from, is 10-percent off really going to excite customers to choose your service?

Referral specials are also a great way to bring in business. If a client uses you for an event such as a wedding or party, give them incentives that if they bring in a new customer that uses you, then they get a discount off of their next event hosted by you. You can even use this for catering managers and party planners.

Safety in Numbers or the Power of One?

If you are going the solo direct mail route, it is a good idea to send colorful postcards whenever possible. The postage for a postcard is less expensive than standard mail and unlike envelopes they don't have to be opened for a potential client to immediately see your offer. Use a high-quality paper stock for your postcards. They are more durable and they are more appealing to the recipient. For solo direct mail, you will

need to write copy, create artwork, provide professional photographs, determine your targeted markets and hire a local direct mail house to facilitate these mailings.

As you investigate the price of a direct-mail campaign, you may discover the wonderful financial and creative benefits of nationally respected direct mail resources like Clipper Magazine, Savvy Shopper, Paper Mint, Val Pak, Money Mailer and others that are available in your community.

For example, Clipper Magazine is respected as a unique premier quality full-color glossy direct-mail magazine, while others utilize an envelope format, with a myriad of advertisers who market themselves together. The cost of cooperative and magazine format direct mail is usually only three to four cents per home as opposed to solo direct mail campaigns, which can cost between 50-cents to \$1.00 per home. When you add up the costs of artwork, printing, mailing labels and postage, it is a greater advantage to use cooperative direct mail or a combination of both.

Complimentary Marketing Consultations

Direct mail program resources, like Clipper Magazine and Money Maker, offer complimentary marketing consultations, artwork and the use of professional photographs, mailing lists, printing and postage all in one simple package. In addition, their marketing consultants can share examples of other successful DJs from around the country. You will be able to review a small library of photographs, offers and special promotions that get tangible results. If needed, they can supply testimonials and telephone numbers from others in similar businesses to yours, so you can also call them for advice.

Realistic Expectations

Advertising with direct mail really works, especially with strong offers and ongoing campaigns. Like any advertising, promotion or marketing concept, it takes a long-term investment to successfully market your DJ services. Visit with your direct mail sales consultant to set realistic expectations, so you are not

disappointed. Coupons and mini gift certificates are easy to track. Many people will be attracted to your deals to come in without the coupon or direct mail advertisement. One new customer may result in several thousands of service sales dollars per year—so as few as five, 10 or 20 new clients from any one advertisement needs to be considered a big success.

You've put everything you have into your music. Why not employ that same dedication into your marketing plan? Whether it's bringing in new people to your party or hosting more events, remember the benefits of a well thought out direct advertising strategy.

For a complimentary direct mail advertising consultation or more information about Clipper Magazine resources near you, call 866-802-1429 email marketresearch@clippermagazine.com or visit their web site at www.ClipperMagazine.com.

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