

Vinyl Fence *Tip*

Practical and Proven Ways to Sell More Vinyl Fences

From your friends at National Vinyl Products

How to do direct mail co-op advertising with other businesses



They say that in time, everything old is new again. Maybe it is time for your fencing business to try “old school” direct mail advertising?

Far from being archaic, direct mail advertising is still an effective modern marketing tool for getting your fencing company's message into the hands of potential new customers.

According to Inc. magazine, direct mail was used in about 57% of marketing campaigns in 2018, an increase of 7% over the previous year. According to the magazine, many companies are switching from an all-digital advertising budget to one that also includes traditional print media.

The Direct Marketing Association reports that direct mail had an average response rate of 9% for house lists and 4.9 for prospect lists in 2018. The house list number is nearly double the percentage for the previous year, indicating that consumers are responding more than ever to direct mail ads.

Direct mail advertising can range from a specialized solo ad for your company to a form of cooperative advertising that is often called “marriage mail.” In this form of cooperative advertising, your fencing ad goes out to potential customers along with other business ads. By combining your advertising dollars with other companies, you can save time and, most importantly, money, over solo endeavors.

Here are some other advantages of cooperative advertising.

Targeted message

With marriage marketing, you can place your ad with other businesses that serve your demographic. People who are looking to buy a new fence are often looking for other home improvement products and services. It is convenient for home and business owners to look through these different ads in one place. That one place can be a colorful, attractive brochure, flyer or packet they receive in the mail. You also can target your marriage mail pieces to a specific age group, household size or neighborhood with cooperative advertising.

Trackable responses

You can easily find out who you are reaching with your direct mail ad. Include a special code or discount offer that is only available through that campaign, and you will be able to track how well the ad is doing its job.

Detailed information

You can include photos of your latest fencing projects, customer testimonials and other details about your fencing company in your direct mail ad. The magazine-quality four-color format of many direct mailers is attractive and inviting.

Are you interested in the possibility of a marriage mail campaign for your fencing company? You can begin by checking out some of the companies that publish the ads.

Money Mailer. Money Mailer has helped businesses target customers with direct mail ads for more than 35 years. Money Mailer helps local companies focus on consumers who are likely to seek out and use coupons to purchase their goods and services. Visit moneymailer.com.



ValPak. Valpak provides print and digital advertising through a network of 160 local franchises across the U.S. and Canada. Each month, the Valpak blue envelope of savings is mailed to about 39 million targeted households in 45 states and four Canadian provinces. Visit www.valpak.com.

Advo/Valassis. Founded in 1929 as a hand delivery company, Advo entered the direct mail industry with solo mailers in 1946. In 1980, the company introduced the concept of marriage mail by combining ads from various businesses and distributing them together. Today, Advo is part of the Valassis company and publishes solo and group direct mail ads under the RetailMeNot brand. Visit www.valassis.com.

Newspaper Inserts. Take with your local newspaper about your options for participating in a marriage ad campaign with other local businesses. Many newspapers insert group ads of local companies into the weekend edition.

Every Door Direct Mailing. The United States Postal Service offers Every Door Direct Mail (EDDM) as a way to promote your small business in your community. If you're having a special sale or promotion on your fencing products, opening a new location or offering coupons, EDDM is a way to send postcards or flyers to the customers you want to reach. There is an online EDDM tool that lets you target your audience by age, income level or household size using data from the U.S. Census. Visit www.usps.com/business/every-door-direct-mail.htm.

Of course, there are a few downsides to direct mail advertising. Postage and printing costs are a big factor when comparing with digital marketing. Another con is that some people view direct mail ads as junk mail. As a result, some people may put them right in the trash without even looking at them. Some people also see direct mail ads as not being environmentally-friendly. These opinions make it all the more important to carefully target your ads to consumers who are more likely to use coupons in the first place.

Many shoppers still prefer their paper or print coupons. Advertising Age reports that 87% of all shoppers use coupons at least occasionally, and 60% actively look for coupons before buying goods or services. Consumers are more willing to go out of their way, such as driving to your fencing company's new location, to take advantage of a great offer that got in the mail.

Make sure your direct mail offer is a compelling one, however. Create a visually-appealing ad that features your attractive logo, clear text, and easy-to-find contact information. Don't expect results with less than a 10% discount in price, and resist the urge to place too many restrictions on getting the discount. Be sure to set an expiration date to create a sense of urgency to use the coupon or offer.

Most Important, Test and Measure. Try it out. Calculate the results. The savvy fencing company owner is always looking for new ways to get the most out of their advertising dollar. Sometimes, old school is new school. Why not give direct mail "marriage" advertising a try this year?



If you have questions about this newsletter or marketing in general, e-mail NVP's marketing expert: marketing@nvpfence.com.

www.nvpfence.com
435-623-2750

