

8 Proven Strategies Creating A Sense of Urgency With Your Direct Mail

by Automatic-Mail.com

When was the last time you received a direct mail piece that urged, “Don’t call now... don’t respond now... don’t order now”?

It doesn’t happen very often.

People who deploy direct mail most successfully understand the importance of creating a sense of immediacy or urgency — giving their prospects a reason to buy now or act now. That’s what direct mail does best.

The reason that you want to create this sense of immediacy is because it forces the action, response, or purchase to occur now, rather than later or not at all.

The value of having the sale happen now is that if it doesn’t happen now, it may not happen at all. Your ideal prospect may become distracted by an offer from someone else, not necessarily even a direct competitor. You had them thinking about taking a vacation today. But because you didn’t make the sale today, they buy a digital camera tomorrow.

When the sale happens now, it increases the likelihood that another sale will happen later. When you sell to your clients this month, they might buy again next month. But if they don’t buy this month, you’ve lost revenue from them that you may never be able to regain.

These 8 tried-and-true strategies help your clients and prospects overcome the natural tendency to procrastinate. They provide compelling reasons to act now... to buy now... to pick up the phone... and to call now. They work as well today as they ever have.

1. **Use Words And Phrases That Activate** — Today is the final day. This offer will not be repeated. Hurry, call now. You have only 10 days to decide. Supplies are limited. Sometimes these terse little expressions appear trite — like throwaway phrases that don’t really mean anything. But they really do motivate, because in today’s fast-paced market, buyers believe them because they know the clock is running.
2. **Design Accordingly** — Words are not the only way to create a sense of immediacy. The design of the direct mail piece can influence the reader’s perception of the immediacy of your offer. Starbursts and arrows and reverse copy blocks say “Hurry” in just the same way as certain colors and paper.
3. **Increase Prices** — A price increase always attracts attention. Before you raise those prices however, give your clients and prospects “one last chance” to buy at the old ones.

People are motivated to save money. Come right out and tell them that if they don't buy now, they'll pay more the next time they order. It's a sound strategy, and it works. Just make sure you give them enough advance notice, along with ample time to respond.

4. **Limited Time Only** — You may get an occasional order from someone you mailed to back in 1992. For the most part people understand and respect an offer that is extended to them for a limited time. "If you don't place your order before the end of the month, that's it! We'll never do business with you again." Too strong? Yes. The point is that you can educate your clients to understand that "limited time only" is exactly what you mean.
5. **Supplies Are Limited** — Even if you have inventory on hand, you can show it as a limited supply... a limited supply of last year's model... or a limited supply at the old price. Make sure your clients know there will be a long wait or a lost opportunity if their orders aren't placed immediately.
6. **Bonus For Ordering Now** — We all like to get something extra. When you add value and offer a bonus, you may be able to convince your prospect to respond more quickly. This proven strategy has been a staple in the direct mail business for years... because it works.
7. **Make It Easy To Buy And Respond** — When you give simple payment options — bill me, no payment till next whenever, 90-days same as cash — you make it easy for your clients to say "Yes." While credit cards are easy to use, they still require your clients or prospects to take out their wallets, pull out the card, and write the number down. It requires more than simply checking box to say, "bill me later."
8. **Save The Details For Later** — Many transactions require that you obtain information from buyers such as birthdates, VIN numbers, policy numbers, and so on. When you ask customers to go searching for this information before the sale, they often procrastinate... some to the point that they never finish. So make the sale today simple and then once you have the money, request that they complete the rest.

When you create a sense of urgency through the strategies and tactics you employ in the direct mail pieces you mail, this translates into more sales now. Remember that you don't need to include all of these in each piece of mail you deploy. Use the ones that seem most appropriate for your situation, and save the others for another day.

Combining tricks and tactics, working with benefits, motivating your readers to consider something new, all point to how much fun direct mail and marketing can be.

Remember, no two situations are alike. And these 8 strategies are just the tip of the iceberg when it comes to ideas to move people to action sooner rather than later. So feel free to discuss these and other strategies that can improve your response... and speed them along.

About Automatic Mail Service, Inc.

Your 360° Direct Marketing Success

We drive sales! Since 1971, Automatic Mail has served its customers with A+ service:

- Ensuring your success
- Freeing you to focus on your business
- Making your marketing efforts more effective and your direct dollars go further

Automatic Automated Marketing integrates your direct print marketing and lead generation with your Website, email marketing, and a master customer data management system. Increases response, ROI, your bottom line.

Keeping up with your clients' needs is overwhelming. Managing your sales pipeline is a challenge.

Automatic Automated Marketing delivers sophisticated, easy-to-use marketing integration tools.

- Improve ROI of direct mail
- Track who is doing what with your print mail, emails, Website.
- Accurately target print, broadcast, online messages.
- Nurture leads and deliver the information they want.
- Cross-sell & up-sell more effectively.
- Manage your clients and your prospects easily, successfully.

Automatic Automated Marketing delivers sales ready leads plus the tools to manage them throughout the entire customer lifecycle.

Feedback

If you have any feedback or any questions, please email or call Automatic. No matter is too small.

Email info@automatic-mail.com

Call 1-800-474-9109