#### Direct Mail Letter

The direct mail letter plays a pivotal role in delivering a strong response rate. Each part of the letter is strategically designed to impact decision making for optimal results.

# The direct mail letter is comprised of three main parts

## Body copy of the letter



More is more for the body copy. This information will help people make a decision and get them to

### Right rail of the letter



Repeat the most important information and present the key points in a bulleted format for a quick scan.

#### Response device

The response device is a crucial component. Even today, as most people respond online, mimicking the look of a response device can provide a subliminal reminder to respond.



**Incorporate personalized** 

Always include legal requirements and disclaimers

information to ease response

In case it is separated from the main letter, the device should always include alternate response options

**Include company logo or brand** identifier in case the device gets

Provide plenty of room to complete necessary information

**Ensure that the device** appears easy to complete, with readable type