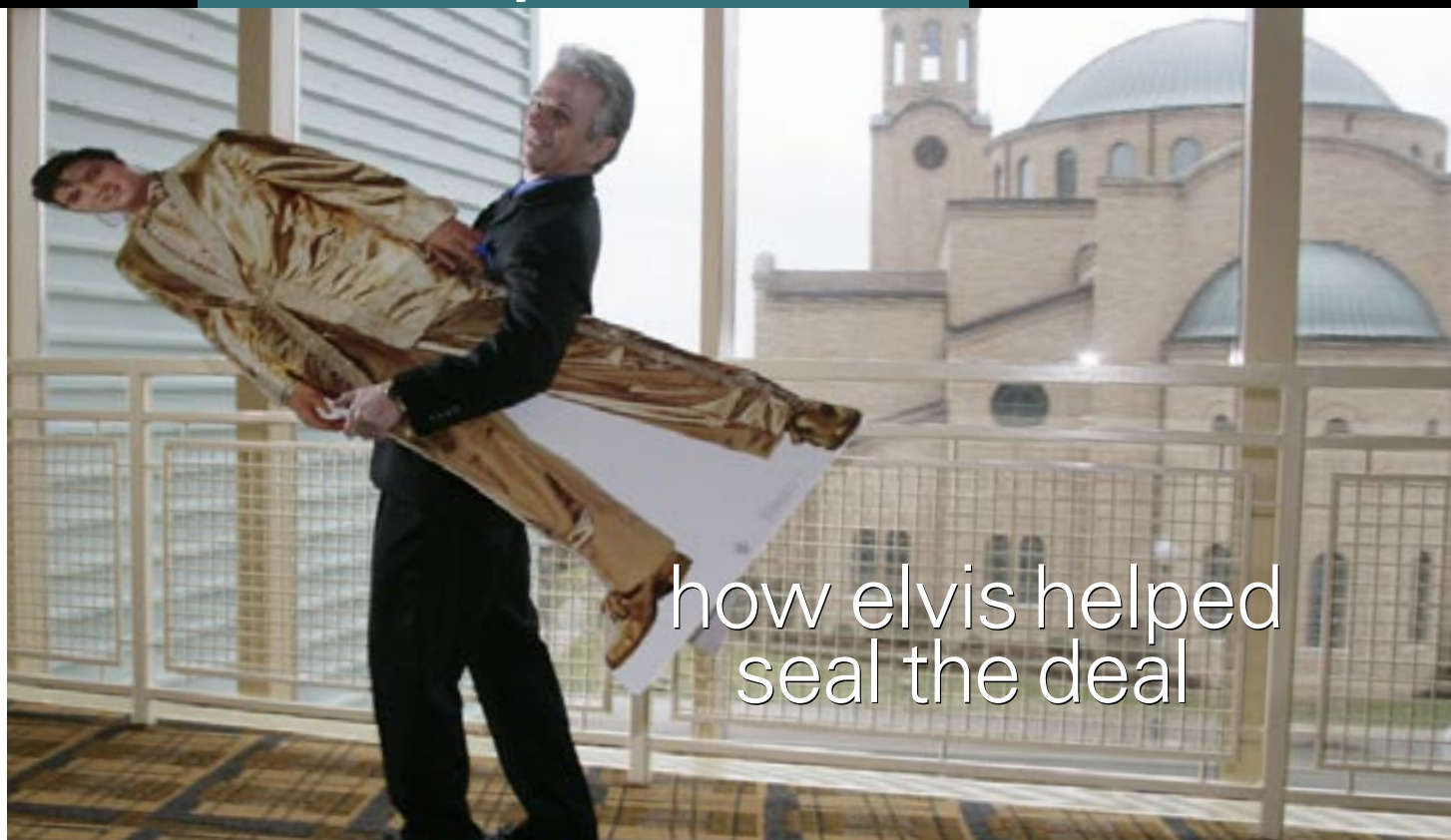


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## how elvis helped seal the deal

### Capturing attention and profits with dimensional mail

Numerous voice mails and emails had gotten me nowhere. After a promising meeting, my prospect was ignoring me. So, I made a bold move. I put Elvis Presley to work for me. Now before you start thinking that all those tabloid-reported Elvis sightings really were true let me explain. The Elvis I employed was a life-sized cardboard cutout, which I mailed to my prospect's office along with a letter.

The letter began: "Dear Tom: As you know, I've contacted you a number of times over the last few months. And the fact that I haven't heard back from you, quite frankly, has me All Shook Up. Come on Tom, Don't Be Cruel." I then closed out the letter by saying that when Tom engaged our services he would soon hear his prospects and customers singing...I Want You, I Need You, I Love You.

Elvis generated an immediate positive response. This time Tom emailed me. Shortly thereafter we commenced a project.

It's fitting that the subject line of Tom's email was, "You Got My Attention." Because while it's trendy these days to talk about "non-intrusive" advertising, direct marketers know that if their mail does not intrude, i.e. gain attention, it likely will fail. It's just that simple.

Techniques and tools for drawing attention to your mail include, teaser copy, odd-shaped mailers, outer sticky

notes, or, as in my case, the use of dimensional mail. Used most often as a B2B lead-generation tool, dimensional mail can produce huge response rates. And, speed up the selling cycle. A couple of examples:

- A software company targeted its customers with an upgrade offer. Their mailer was a miniature, remote-controlled race car. But in order to receive the remote control unit the recipients had to schedule a meeting, which 84 percent of them did.
- A leading call center operation targeted 300 prospects with a series of branded mailers: a plastic sports bottle that also served as the letter carrier, a bank bag and a miniature trashcan ("In case you've been throwing my letters in the trash...."). Results? A 14 percent response rate and 16 new accounts, nine that closed within 90 days.

Consider this: the typical executive reportedly gets 175 pieces of mail a week. So a few extra dollars can be well worth it to ensure that your mail gets noticed, gets opened, and gets read. Expertly executed dimensional mail usually achieves all three of these objectives.

And, as The King himself might say, that will generate A Little Less Conversation and a lot more action.

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