

How Much Does a Direct Mail Campaign Cost ?

From Your Friends at A Type Data



Direct Mail Marketing - Does It Still Work?

It's very likely that direct mail will work for your business **IF** you implement the proven strategies from this guide correctly.

Many business owners today are so focused on online advertising, clueless to the fact that it's been proven over and over that people feel a deeper connection to advertising that is physical, such as direct mail sent to their home as opposed to digital marketing.

Unlike email marketing, which 8/10 consumers find "annoying", people actually enjoy receiving direct mail. Getting mail makes anyone feel special, especially if it's something they want. Among U.S. residents

surveyed, 59% said that they “enjoy” getting postal mail from brands, and 71% feel that mail is “much more personal” than any form of online advertising (Epsilon).

How Much Does Direct Mail Marketing Cost?

Now that we understand that direct mail is a good option for our business.... What does it cost? Depending on the goal of your campaign along with what resources you have available, Direct mail per piece costs can range anywhere from 30 cents to more than \$20 per person.

As a business owner or decision maker, you have a few options when it comes to strategizing the cost of your next direct mail campaign.

Factors include :

- Design costs
- Postcard design
- Cost of list
- Printing
- Postage

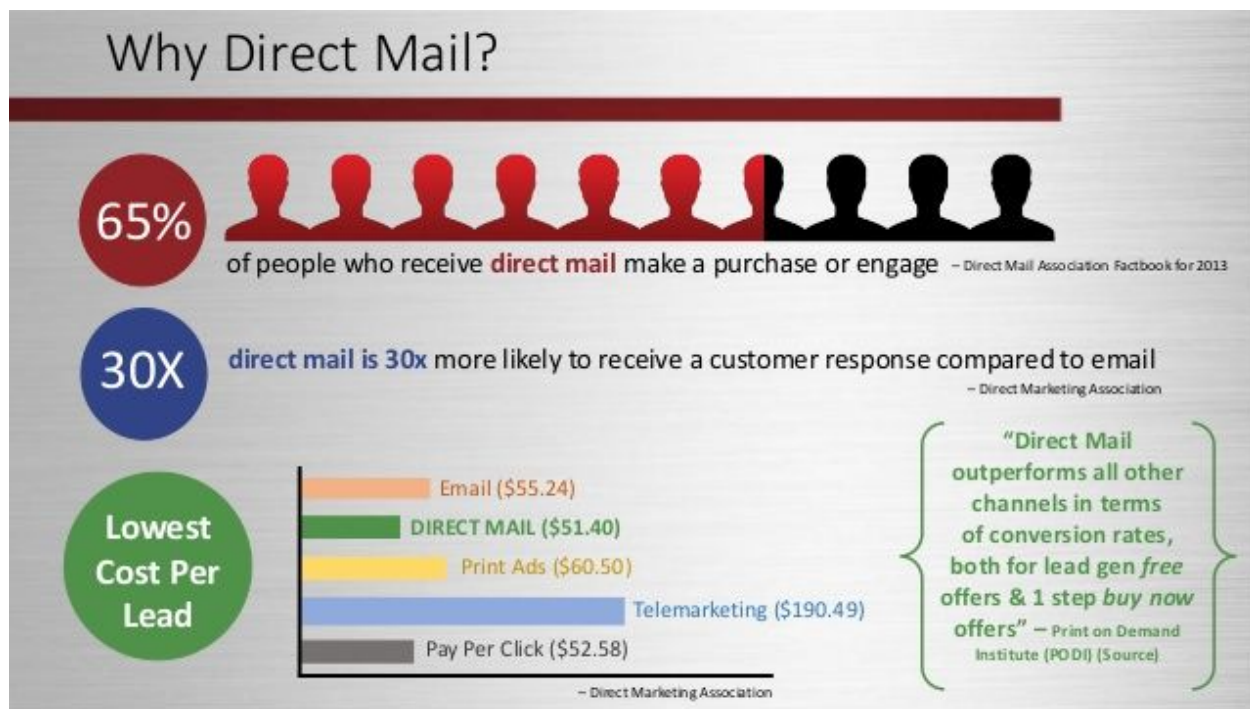
You may not need to pay for all of these, but at minimum you will have to pay for printing and postage of the mail pieces going out. In this guide, we will go over each cost factor and break down what you need to know before your next mailing campaign.

Design Costs (\$0 – \$100)

You have a couple different options when it comes to creating and designing your direct mail piece:

1. Do it yourself – If you just need something simple, like a repeat customer mailing, you should be able to write something up in Microsoft Word, or design something for free on Google docs or Canva. There are so many tools available these days for design, if your at all tech savvy or have the time, you can usually save a lot on design costs.
2. Use a template – A good place to find templates is on Graphic River. These templates cost around \$10-50 on average and are broken down by industry so that you can easily find what you need. One thing you can do to find templates is use google. Go to the Image section in your google search and type in “(your industry) direct mail pieces”. More than likely you will find different examples that you can get some ideas or inspiration from for your next campaign.
3. Hire a pro – If you need some assistance coming up with a creative design or simply just don’t have the want/need to DIY , hiring a professional is probably the best option. You have the choice to spend a lot or a little for your design cost. We like working with local designers if possible. That said, a referral will always be one of the best sources

for designers. As with anyone you hire for a project, make sure you do your due diligence before making a decision on hiring a designer .



Marketing Copy Costs (\$0 – \$100)

Copywriters are professionals who write content that grabs the reader’s attention and entices them to buy products and services. Marketing copy is the carefully written persuasive content that is speaking to your audience on your direct mail piece. You can write this yourself, or hire a copywriter to put a salesy spin on things. Depending on the campaign you’re advertising for, It’s a good idea to ask your designer about adding copywriting to the project.

Some cost effective places to find copywriters include Freelancer and Upwork. You should be able to find someone there for around \$100 to write copy for your mailers.

One of our partners, Prolific Prints , does design and copywriting work for a lot of our clients. Their average design cost is \$200 per piece for a postcard front/back.

Mailing Lists Costs (\$0 – \$0.30 / record)

You can get free mailing lists by either using information that you already collected (current customers) or by "scraping" information off of Google or LinkedIn searches . This method of collecting data can be effective, yet very time consuming.

The best thing you can do is find a targeted list of who you want to mail to. The right company can get you TONS of different information for a mailing list. Some of these filters include :

- Geographic Location - Counties, Zip Codes, Pin Drops
- Household Income
- Credit Score
- Children present in the home
- New Movers in the area
- Expecting Mothers
- Renter vs Owner

-
- Pet Owners
 - Medical Ailments
 - Business Data - Managers, Owners, Location
 - Business Data - Res
 - 1000's of filters available to choose from for your mailing list

Cost for records .09 - .50+ cents per record for a direct mailing list. Cost varies depending on the amount of filters you have and how specific your list is. Size of your list is also a factor. Always ask for a bulk pricing discount if you're buying large amounts of data (20k+ contacts)

*A list of Homeowners in Houston Texas with \$75k+ Income that are Dog Owners would **cost around \$0.15 per contact.***

In the data world a contact is referred to as a "record"

Most data companies have a minimum order cost ranging from \$150-300, depending on the list what information you are looking for.

The cost of your list will vary based on the quality of the data, how many records you purchase, and how specific the list request is.

Emails can usually be appended (added) to any mailing list at a match rate of 20-30% at an additional cost. You can also append missing data in your customer list. Let's say you have addresses of your customers with no phone numbers. That data can be appended to get you 20-50% match rate on any missing data you have collected over the years

You can also ask your list company to Clean & Append the data you have collected over the years you have been in business. Data Hygiene is something a lot of business owners did not know was available until recently. Ask your list broker about data cleaning and hygiene services. If you need help cleaning your current customer list or appending data, contact our team at [844-575-3135](tel:844-575-3135) or www.ATypeData.com and we can discuss how we can get your data ready for your next marketing campaign.

Printing Costs (\$0.03 – \$2.00 / per mail piece)

Printing costs will vary based on the following factors:

- Black & White vs. Color
- Paper quality
- Paper size
- 1 sided vs. 2 sided
- Number of pages
- Quantity

The price of 1,000 double sided full color postcards will cost you around .20- .60 cents per postcard, if you browse different sites online using google. You can visit an online printing business to find out the exact cost for the type of printing you need to do.

Postage Costs (\$0.25 – \$2.00 / piece)

The final cost consideration you must remember is postage costs from USPS. The price fluctuates, depending on the current rate of postage, the amount of mail you send, and how much your mail weighs. This is where Every Door Direct Mail (EDDM) is an option vs Sending a Direct Mail list.

Here is a link to latest updated pricing from stamps.com :

<https://www.stamps.com/usps/postage-rate-increase/>

For postcards: The rate is between .25¢ to .34¢.

For brochures and letters under 3.5 oz: .38¢ to .44¢.

If you are sending a physical item, price will be dependent on weight of the item. The cost to ship a Gift basket or Folder with your company info included could range in cost from \$1.50 - 10.00. Weight and size is the largest factor for local mailing.

Here is another link for the USPS postage calculator. This can be used to give you an idea, based off what you are mailing, how to get a ballpark cost for your campaign. Next we will go over a few other options outside of mailing to consider before pulling the trigger on your next mailing campaign

A Few Stats On Direct Mailing VS Other Options

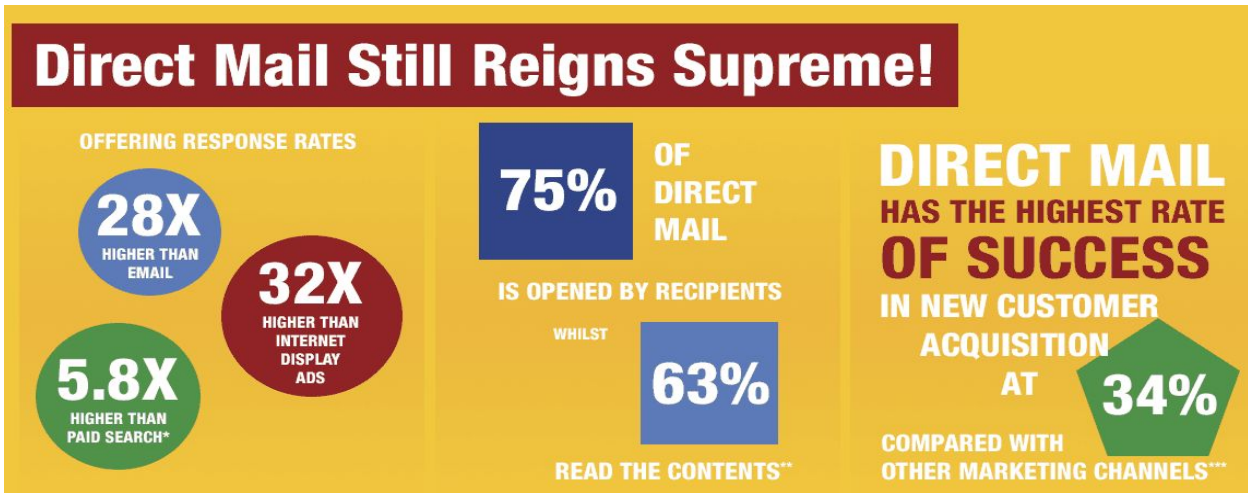
For small business owners, the average size of a direct mail campaign is somewhere between 2,500 to 10,000 pieces

Using the pricing listed above, one can expect to pay 31¢ to 65¢ per piece (depending on the quantity and type of mailing).

By comparison, the average Cost Per Click (CPC) for Google Adwords is roughly \$2-20 dollars (Keyword Dependent) . According to the latest neuroscience research, clicks don't compare to the deep impression and intimacy that direct mail pieces on consumers.

Further, an impression on Facebook costs about the same as a fully-designed, printed, and mailed direct mail piece. Our campaigns for local businesses are seeing CPC's as high as \$2-5. Again, a social media click makes less of an impact on each prospect than a direct mail impression.

While comparing marketing channels can be helpful, the truth is that modern marketers need to build strong, integrated, multi-channel campaigns to maximize their ROI and effectively reach the best prospects.



Summary - Things you can take from this article:

You need to remember that any marketing campaign needs a few things; Targeted Audience - Who your marketing to, your “perfect” customer

Strategy - What’s the goal of the campaign? What are you trying to achieve?

Budget - What is this campaign going to cost you?

Goals - What do you hope to achieve from the campaign? How many contacts? How many closed deals?

Creating a clear strategy is the best way to get a high return on your next marketing campaign. With a formulated plan in place, it will be easy to choose the right platform (Mailing, Adwords, Facebook, Etc.) to

get your message in front of your customers and start to generating new leads for your business.

If you need any assistance with;

- Buying a Data List
- Setting Up a Mailing Campaign
- Facebook Advertising
- Strategizing Your Next Marketing Campaign

Our team at A Type Data is here to help with anything you need. Please contact our team via our website www.ATypeData.com or contact us directly at [844-575-3135](tel:844-575-3135).