



FirstClass Press Inc.
DELIVERING IMPRESSIONS THAT LAST

COULD DIRECT MAIL BE YOUR MISSING LEAD SOURCE?

Seven practical ways businesses can reach the right customers, generate interest and turn a mailed piece into measurable opportunities.



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WHAT IF YOUR NEXT CUSTOMER IS NOT LOOKING ONLINE?

The right mail piece can reach them before they begin comparing your competitors.

TARGET • CREATE • PRINT • MAIL • TRACK • FOLLOW UP

Why direct mail deserves another look

Most businesses compete for attention in the same crowded online spaces. Direct mail creates another way to reach potential customers - including people who need your service but have not started searching for it yet.

01 IT REACHES BEYOND THE SEARCH

You can introduce your business before a customer actively searches online and sees a page filled with competitors.

02 IT TARGETS THE RIGHT MARKET

Campaigns can focus on specific trade areas, buyer profiles, property characteristics, household criteria or other available data that fits your offer.

03 IT GIVES PEOPLE SOMETHING TANGIBLE

A strong mail piece can be noticed, shared with another decision-maker or saved until the need becomes more urgent.

04 IT SUPPORTS YOUR OTHER MARKETING

Mail can lead people to your website, phone, form, QR code or social presence and make later follow-up feel more familiar.

Direct mail does not have to compete with digital marketing.

It can make your website, phone, email and social marketing work harder by giving the right people a reason to look for your business.

Seven ways businesses can use direct mail

- 1 REACH THE RIGHT MARKET**
Introduce your business to selected neighborhoods, trade areas or customer groups most likely to buy.
- 2 PROMOTE SEASONAL DEMAND**
Feature tractors, mowers, vehicles, ATVs, boats, campers, homes or timely services when customer interest is strongest.
- 3 GENERATE QUOTES AND APPOINTMENTS**
Give recipients a clear reason to request pricing, schedule a visit, book a consultation or stop in.
- 4 SHOWCASE PRODUCTS AND SERVICES**
Put featured inventory, service benefits, financing options or a compelling offer directly in customers' hands.
- 5 REACTIVATE PAST CUSTOMERS**
Remind previous customers why they trusted you and introduce products or services they may not know you offer.
- 6 CREATE URGENCY AROUND AN OFFER**
Use a meaningful deadline, seasonal event, limited inventory or special promotion to encourage action.
- 7 STAY VISIBLE UNTIL THEY ARE READY**
Use a thoughtful sequence so your company is familiar when the customer is finally ready to act.

A SIMPLE TEST

If one new sale or job is valuable to your business, a carefully targeted campaign may not need hundreds of responses to be worthwhile.

Build the campaign around the next action

A lead-generating mail piece works best when every decision points toward one clear next step. Before choosing a format or writing copy, decide what you want the recipient to do.

1 GOAL

Book a conversation, request a quote, register for an event, visit a landing page or reactivate an account.

2 AUDIENCE

Identify the trade areas, households, buyer profiles or customer segments most likely to need the product or service.

3 MESSAGE

Lead with the recipient's problem or opportunity. Make the value clear before explaining your company.

4 FORMAT

Match the piece to the job: postcard, letter, self-mailer, booklet, dimensional package or a coordinated series.

5 RESPONSE PATH

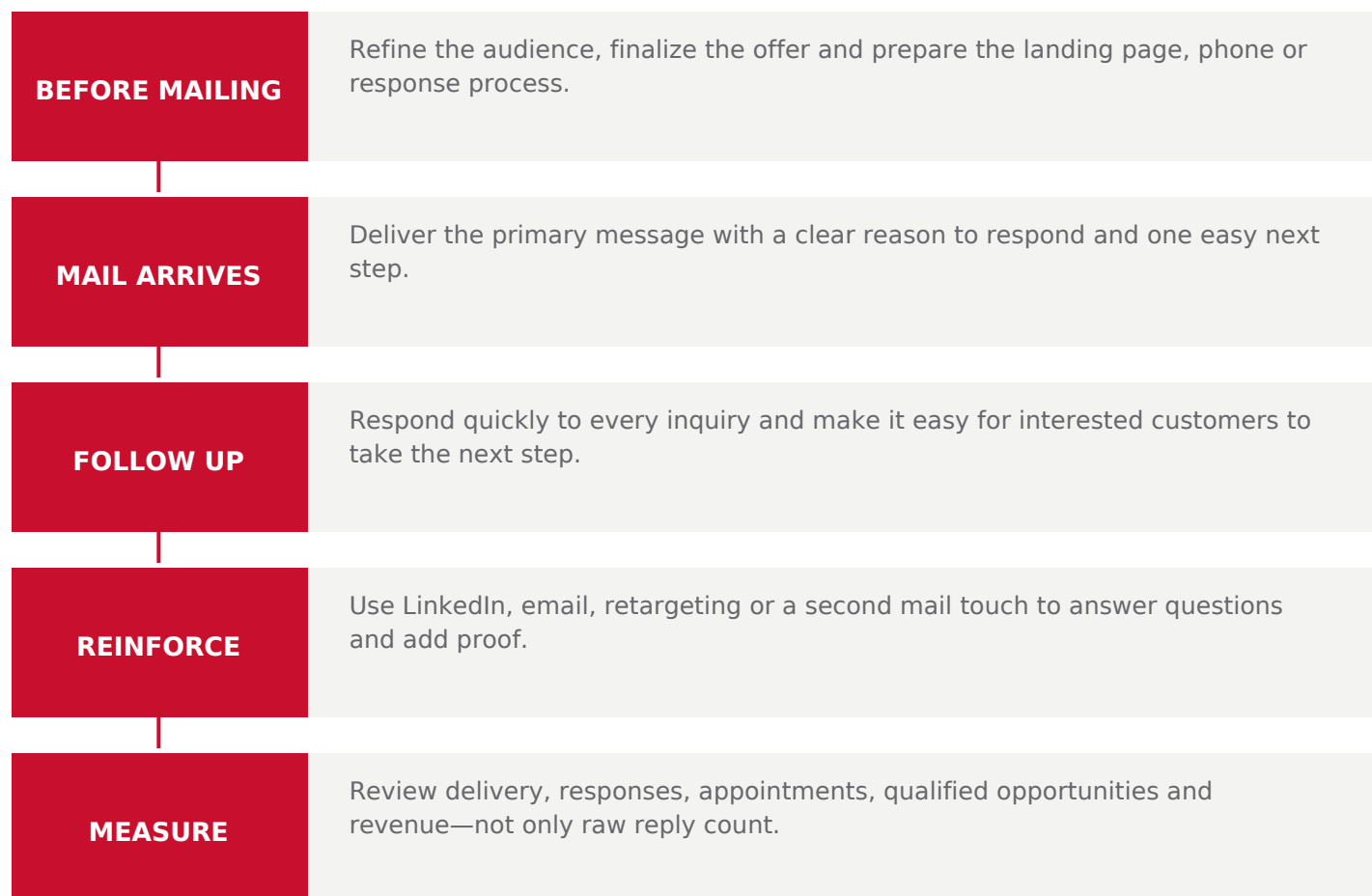
Use a direct phone number, personalized URL, QR code, form, tracked landing page or another easy response option.

6 FOLLOW UP

Plan ownership, timing and talking points before the mail enters production so interest never sits unattended.

A practical lead-generation sequence

The exact timing should match your sales cycle, but the principle is simple: coordinate the channels so each touchpoint makes the next one more familiar and useful.



MEASURE WHAT MATTERS TO THE BUSINESS

A focused campaign that generates a few valuable jobs can outperform a larger campaign that creates activity without qualified customers.



Make direct mail easier to execute

FirstClass Press brings the moving parts together so your team can stay focused on the customer and the sale.

- **STRATEGIC TARGETING**

Build an audience around the customers, neighborhoods and markets you want to reach.

- **CUSTOM CREATIVE**

Match the message and format to your offer, brand and desired response.

- **PRINT AND MAIL**

Coordinate production and postal logistics through one responsive point of contact.

- **TRACKING AND RESPONSE**

Connect delivery and response tools so your team can act while interest is fresh.



CURIOUS WHAT DIRECT MAIL COULD DO FOR YOU?

Tell me about your business, your ideal customer and the results you want.

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