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Get More Calls!

EXPERTS IN DIRECT MARKETING
Tips from The Experts

Simple Changes Can Make A BIG Difference

How to Get the Most Out of Your Mailer

Among the most common methods of effective marketing techniques, direct mailing continues to grow in popularity. Due largely to its targeted nature and low cost of acquisition, consumers are now receiving more direct mail than ever before. In today's competitive climate our clients are always looking for ways to attract and retain new clients.

There are a variety of things you can do to make your marketing piece stand out from the others. A recent study CourtClerk.net article highlighted over 50 items that could be changed in any direct mail piece. Further studied revealed that over 90% of our clients had little or no variation in any of these areas.

7 Ways to Make Your Mailing Stand Out

One of the best ways to generate new clients can be to fine-tune some element associate with your direct mail piece. Examples include:

- Change your message
- Change your call to action
- Add a picture of yourself
- Add information or formatting to the outside of the envelope
- Add color to the envelope
- Add a business card to the direct mail piece
- Add a brochure or other informative insert to the direct mail piece



Some of these changes seem too simple to make a difference. They are very easy to implement and may initially appear to have very little impact on your end result.

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Research Shows These Changes Work!

However, research has shown that the change of a single pronoun in a specific "call to action" resulted in more than double the response rate. Imagine! Doubling the effectiveness of your campaign by implementing such a small change.

But how can you know if such a small change will improve your results? In order to determine the effectiveness of your change you need to test and track the results. Savvy marketers call this A/B testing and it is one of the biggest reasons direct mail has been so successful.

Use Testing to PROVE Results

It works like this. One half of your mailing would be sent using your current direct mail piece the other half would be sent with the modified direct mail piece. Results (measured in phone calls)

are then automatically recorded and compared against the original. Whichever letter generates the most calls is then adopted as the new standard and another campaign is designed to try to improve the efficiency of the new letter. Professional marketers use A/B testing on a continual basis. Never satisfied with the results they are always testing and making improvements.

"See" The Results

CourtClerk.net is pleased to offer a call tracking system to measure the results of your campaigns. Analytical reports are produced on a regular basis. We are currently offering our A/B Call Tracking Solution for \$49.00 / month. However, for a limited time, I would like to offer this solution at no charge for 3 months.

If you would like to be able to track your marketing efforts with complete precision or if you are ready to double or even triple your current response rates, please give me a call to discuss how A/B testing and call tracking can increase your phone calls.

About CourtClerk.net

CourtClerk.net provides turnkey direct mail marketing services for solo and small firm legal professionals. Our clients have dramatically increased both their client base and annual revenues by precisely targeting their marketing investment to individuals known to need legal assistance.

Website: <http://www.courtclerk.net>

CourtClerk.net

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If you are tuned into details enough to read this fine print then you really need to try our campaign analytics tools to make sure you are getting the most out of your marketing campaigns.

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