

BENEFITS OF Direct Mail



Direct Mail is one of Bayside's most popular services because it offers you a targeted way to reach your current and potential customers at an affordable rate. It drives customers to your business and your website, and it has definite advantages over other advertising mediums. Among other things, Direct Mail is:

Targeted. You can choose your audience to fit your unique needs and scope. By choosing who you send your mailers to and the timing you utilize, you can directly reach the people that you're interested in doing business with.

Personalized. Direct Mail pieces can have customized variable data that will draw in clients and make them feel like the message is meant for them. Personalized addressing, images, and even QR codes give your audience more ways to connect with your brand.

Flexible. Mail pieces can come in a huge variety of weights, sizes, colors, textures, and finishes. You can achieve an amazing number of different looks depending on your mail campaign and find the approach that best speaks to your audience.

Touchable. Customers are more inclined to trust and remember your message if it comes to them on something they can touch and feel. The more senses you are able to engage, the more impact your piece will have.

Quantifiable. Responses to Direct Mail campaigns can be tracked and recorded, allowing you to better target your future mailings and more thoroughly understand your client base.

Cost-effective. Your advertising and marketing budgets can stretch even further with a Direct Mail campaign since you can send your message directly to the customers who will get the most use out of it. Direct Mail is often less expensive than online or printed ads.

Ready to get started on your Direct Mail campaign? Give us a call or visit our website for more tips and information on how to get your message in the mail!



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