

I Want Action!

In an effort to get new prospects and generate leads, many B2B companies decide to do direct mail campaigns with a goal of “getting their name out there.”

The copy usually goes something like: “This is our name. We do this, that and the other. We do these things really well. Here is our phone number and our address.”

While this may have been marginally effective in the good old days (the 1990s), that type of message is a guaranteed loser today. About 99.9% of mailers like this will find their way to the circular file. The other 0.1% might generate a phone call, but most likely you’ll be waiting for the phone to ring until you go out of business.

What’s missing? A strong call to action!

It’s important to remember that most of those who receive your message won’t be ready to buy at that very moment, but they may be next month or next year. The goal is to narrow down the bigger list of suspects into a more targeted list of qualified prospects who are going to be ready to buy someday soon.

By narrowing a list of 5,000 suspects to 500 qualified prospects, for example, you can focus your marketing efforts on those most likely to buy.

In B2B, an effective call to action usually isn’t “call us to order,” of course! But by providing something of value, you’ll get a much higher response rate and help generate that qualified list.

What can you offer? How about a free report? Results of a survey? The chance to see an interesting speaker? A free gift? A newsletter? A free trial? A chance to win a prize? A free analysis? A nice poster? Even just a catalog!

Those who may buy someday don’t want to call a salesman now—they want to call when they’re ready—but your company has to be in their mind when they are ready. Your targets are relentlessly bombarded with messages. A generic “here we are” message will be forgotten before it hits the bottom of the trash.

Thinking about a mailer to boost your sales prospects? I invite you to read *The Six Critical Components of a Direct Marketing Program*. Happy prospecting!

