



direct mail offers

get your audience excited about mail



Are you thinking what we're thinking? Think Pixa for all things strategy & design!

Pixa | 4050 E Cotton Center Blvd, Suite 68 | Phoenix, AZ, 85040 | 480.380.2201 | thinkpixa.com

Marketers use direct mail to achieve different objectives. Direct Mail is a perfect medium for generating leads, spurring revenue and asking for donations. However, each of these outcomes requires different offers. The offer is among the most important elements of your direct mail campaign. Here are some examples of different offers that can be used to achieve different goals

WHAT WILL YOUR DIRECT MAIL DO?

- GENERATE LEADS
- INCREASE REVENUE
- GENERATE DONATIONS

types of offers

Lead Generation

In lead generation the goal is typically only to get a prospects name and contact information. Because of this, offers should be designed to be easily distributed. In addition, offers should help to target a prospect's interest. In other words, the offer should be relevant to what you are selling. Examples of lead generation offers are:

1 white papers

3 case studies

5 videos

2 buyer guides

4 special reports

6 how to information

Traffic Building

Offers that build traffic often overlap with revenue generating offers. These offers are intended to either drive retail or web traffic. They often use the principal of scarcity and are tied to an expiration date. These offers are used to create increased demand over a short period of time. Examples include:



- *Special Event Invitation*
- *Seminar Invitations*
- *Grand Opening Celebrations*
- *Lunch and Learns*



Sales Building

Most often direct mail is used as a promotional channel to build revenue. This works for both business-to-business and business-to-consumer marketing. Offers are intended to move the buyer to action now buy taking them through the awareness consideration and decisions stages quickly. Sales building offers include:



- **Discount Offers**

- **Attachment Offers**
(free TV with purchase of living room set)

- **Service Extensions**

- **Coupons**

Non-profit

Direct mail offers for nonprofits is often one of the most difficult areas to generate ideas. By the nature of the organization, nonprofits ask more than the give. There are, however, a number of great offers that can cause action, such as:

- **free gift**
(T-shirt, return address labels or some other small gift to thank a donor for giving)
- **matching gift**
(Corporate sponsor will double the gift by matching the donation)
- **donor recognition**
- **sponsorship gift**
(This is when a company offers something of value on behalf of the nonprofit)



oh, hey there!

Allow me to introduce myself...or should i say selves?
Pixa is actually split into two mini brands, Pixa Creative & Pixa Direct.
Two is better than one, right? We like to think so.



Our super skilled marketing department, where we combine talented design with innovation and execution.



STRATEGY
& DESIGN



LEAD
GENERATION



DONOR
NURTURING

thinkpixa.com



Our print and mailing house where we're known for direct mail marketing, variable data print and our web-to-print solutions.



PIXA PRINT
PORTAL



CORPORATE
PRINT



DIRECT MAIL
MARKETING

pixadirect.com

Are you thinking what we're thinking? Think Pixa for all things strategy & design!