



Mail Sandwich

Increase Open Rates and Reinforce Message

Sandwich your mail with a pre-call and a follow-up call.

A direct mail sandwich will alert your target audience that a letter from you is coming. The pre-call tells your recipient what to look for, why it's important, and how to follow up. For example, when fundraising, the pre-call eases your prospect into expecting the pledge request and directs their attention to the reply card you will be sending them. A follow-up call will remind your donors to put the check in the mail. The follow-up call can also patch respondents through to a live call center.

Improve Results

Spoken Hub's mail sandwich programs have improved the effectiveness of clients' mail campaigns by 75%.

Benefits

- People in your target audience feel like you're taking care of them because they are getting a friendly "heads up" from a welcome voice.
- The mail, when it arrives, has more dignity. It doesn't seem like "junk" mail.
- The phone call can make reference to identifiers the respondents should look for on the outside of the envelope.
- By making the mail program more interactive, you make it more entertaining and worthwhile for the target.
- Your target audience tends to welcome follow-up reminders or messages.

www.spokenhub.com

For more information, please call 866-487-1713 or email contact@spokenhub.com

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