

Targeted Direct Mail for Education



Direct Mail has proven to be an effective marketing tool in connecting companies with their audience. The most efficient and cost effective practices have been through targeted campaigns to the right candidates. Whether you are prospecting or retaining a current client base, a successful campaign starts with mailing to a highly qualified list. In addition, varying text and images based on their data have increased response rates and the overall impact of the campaign.

Taking advantage of list hygiene services will help save on overall costs and accuracy. 10% of mail either arrives late or does not reach its destination. Services, such as CASS Certification and National Change of Address (NCOA) are available to help improve campaign deliverability. Both services run mailing lists against the USPS database to verify addresses and flag any that may not get delivered.

Direct Mail Example

Summer School Programs



Belmont Hill's Kids Summer Camp had sent a direct mail piece to advertise and enroll children in the camp. The initial mailing sent out 10,000 pieces as a saturation mailing to Belmont residents advertising the camp. After the mailing, Belmont Hill had not met their goal of full enrollment for the camp. After reviewing the results, they wanted to see what could be done to reduce the mailing costs but still send out an effective piece.

SOLUTION:

BCG suggested using better data to produce a more effective mailing. The original mailing included everyone in Belmont. The location was ideal for the camp, however, the rest of their demographics were not being met. The camp is meant for children between the ages of 6-16. They were already spending unnecessary postage on homes in Belmont that did not have children or, had children but not in that age range.

BCG acquired a list that included households with children ages 6-16 and included surrounding towns. Using the targeted data, we produced a mailing at half the quantity of the original. Sending only to households with children allowed for a more targeted mailing to generate a higher response of qualified candidates. We were also able to utilize Belmont Hill's non-profit status to provide a 30% savings in postage.

As a result the remaining program openings were filled quickly to satisfy the enrollment goals and ROMI improved significantly. In addition, Belmont Hill saved 60% in total savings on the overall project including mail services and associated print costs.