



There is No Spam Filter in Your Mailbox – Golden Rules for Getting a Message Out

The purpose of this article is to discuss the reasons why conventional snail-mail still holds a significant level of power for today's businesses, perhaps, above and beyond email. It discusses the way in which a posted letter is not only difficult to ignore, but will not be removed by a spam filter.

Businesses of all sizes and all purposes the world over have become so consumed with digital communication that they have forgotten one simple and important fact – **direct mail** is still an unbeatable option for getting your message out. How can the old-fashioned approach possibly hold worth in the digital age? Read on for three golden rules to consider when looking at boosting your **response rates**.

No Spam Filters

First and foremost, it really doesn't matter how genuine your message is or the quality of your advertising, if the recipient's spam filter doesn't like the look of your email, they will never know you sent it. Going back to the title of the piece, conventional mailboxes do not have spam filters and therefore, you can be assured that your message will at least get to who it was intended for - assuming you pay the correct postage, of course.

Hard to Ignore

Secondly, there is absolutely no denying that an email is far too easy to ignore – regardless of what it may or may not contain. Tens of millions of emails are completely ignored and tossed-out each and every day for the simple fact that most recipients receive so many e-mails each day, with many of the messages have little impact or importance to them. Ignoring an email is as simple as clicking a button – an actual letter, on the other hand, is a physical entity that takes far more effort to ignore and in most cases will be effective for generating an improved **ROI**.

Importance

Last but not least comes the way in which **print advertising**, by its very nature, carries something of a unique degree of prestige and importance in the eye of the recipient, simply because fewer products are advertised in this media venue today. Roughly translated, it is subconsciously assumed that if and when a sender has taken the time and the effort to send a message by **direct mail**, its content *must* be more important than the myriad of emails they receive every day – a guaranteed means by which to improve a **response rate**.

Talk to OMG

We can help with the correct sizing of Direct Mail pieces to ensure you are receiving the highest level of postal discounts and optimum response rates to obtain a strong ROI. Please contact us at 1-513-429-9526 or at info@omgservices.com.