

TO INCREASE RESPONSE, INSERT HERE



Direct mail inserts are a proven way to increase response rates. Inserts can be simple or highly creative. Depending upon the insert, your response rates will rise between 10% and 50%.

- **Reply mailers** are an effective way to begin interaction with potential customers.
- **Post-it®** notes are an easy way to highlight a key benefit — and create a customer reminder.
- **Statement “stuffers”** work for B2C and B2B marketers, generating a 10% increase in business.
- **“Buck slips”**, an urgent message printed on a 3_ X 8_ slip of paper, can be particularly effective for non-profit fundraising.
- **Front end premiums** make your message stand out — and they don't have to be expensive.
- **Coupons** inserted in direct mail generate higher than average redemption rates than newspaper or magazine coupons.
- **Target your insertions** to a specific audience. **VisionDirect** can customize your insertion by demographic, zip code and customer data.

If you can imagine it, **VisionDirect** can insert it. How can **VisionDirect** improve your direct mail messaging?
Contact Doug Switzer at 317-283-1700 or dswitzer@vdirect.us



2222 Enterprise Park Place
Indianapolis, IN 46218
317-283-1700
317-283-1711 (fax)
www.vdirect.us