

Maximising Response from Your Next Campaign

By adopting the principles outlined in our best practice series you'll be on the path to success. So here's a reminder of the key points to take on board:

- Accurate data is fundamental to your success. Analyse where the majority of your business comes from and then source more data of a similar profile. A small dataset with refined targeting will bring you the best response.
- In all your communications (literature, letters, emails etc) detail benefits and not features ie what is the benefit to the reader if he/she takes your product.
- Don't rely on one medium such as advertising or direct mail alone. The most successful marketers in the leisure market will be using a range of activities that dovetail into each other for maximum impact.
- Although a mixed approach to the direct marketing mix is strongly recommended, a large budget is not essential. The beauty of the direct marketing approach is that every activity can be tested and measured and can be launched with just a handful of your most important prospects.
- Once you have test marketed to a key group, you can then roll out a campaign on a proven performance basis.
- A one hit campaign can work but you will generate so much more with co-ordinated on-going activity over at least six months.
- There is always more than one solution so test, test and test again to find the best option for you.
- Letter and email copy should sound as if you are talking to a friend. Keep paragraphs short and free from technical jargon.
- Always have a call to action (often a PS) and a reason (offer) to elicit response by a certain date. A response mechanism such as a Freepost response card or Fax Back helps.
- Test your mailing campaign with an email or fax follow up and overlay with telemarketing. Action a test three ways and you'll soon see what is the best investment for you.
- Don't measure results on responses alone; the acid test is the value of incremental business you receive for your investment - this will only become evident over 6-12 months or sometimes longer.

If you want help with developing a marketing strategy and plan then John Turner Leisure Marketing would be delighted to outline a proposal for you tailor made to your needs and budget. Just call 01787 311367 or email john@jtlm.co.uk

Best Practice Guides from John Turner Leisure Marketing

These six guides to good direct marketing practice are not designed to be the definitive work on the subject. Instead, they aim to provide easy to digest pointers that can dramatically improve your direct marketing skills without having to spend many hours trawling over the latest text book, attending conferences or employing external resource.

John Turner has over thirty years experience of the UK leisure industry, the vast majority of which has concentrated on the direct marketing sector, so do take advantage of this free resource and surprise yourself with the results you can achieve.

The six topics covered are:

- Specifying Data
- Saving £££' on Postage
- Successful Email Campaigns
- Making Telemarketing Work
- Direct Mail Letters that Work
- How to Maximise Response