

Save £££'s on Your Postage Costs

The largest cost element of any direct mail campaign is the cost of postage. It is frequently 50-60% of your total budget yet it's the area that often gets the least attention when it comes to cutting costs. The temptation is to demand another 5% discount from the printer or list owner when in practice, you should be applying the same technique to reduce your postage – after all a 5% reduction in this area will be worth so much more!

The de-regularisation of the postal service several years ago has created a confusing picture with UK postal costs. Overseas mailing costs are a jungle too but here are some useful tips:

- Try and adapt your mailing so that it is no larger than a C5 envelope (ie A4 folded once) weighing under 100gms.
- Mailsort 3 through the Royal Mail usually offers the best discounts so build in a 7 day delivery into your planning to reduce your costs. The minimum quantity for a letter is 4,000 and a larger letter (ie A4) 1,000. There is a useful postage calculator for Royal Mail postage on: www.mailsorttechnical.com
- For 2nd Class deliveries, both for smaller volumes and for quantities that qualify for Mailsort, alternative carriers such as Citylink, TNT and SecuredMail offer significant cost savings.
- Mailings that can be machine read at the sorting stage will also qualify for additional discounts, as will mailings concentrated into fewer post code areas.
- The weight of overseas mail is crucial as postal costs increase by each gramme. Using an overseas postal consolidator will usually save substantial sums but this will depend on the destination countries – savings do vary.

FREE OFFER – send us the spec for your next mailing (ie size, weight and destination details) and we will calculate what postage savings can be made through the most appropriate channel.

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