

Successful Recipes

targeted high impact direct mail

Ingredients

- 1 visionary creative director
- 1 inspired graphic design team
- 1 exciting business keen to sharpen its brand
- 1 database of targeted direct mail prospects
- 1 direct mail campaign
- 1 postage and fulfilment service

Method

Most businesses receive a flood of direct mail every day. For your direct mail to stand out, you need a sound understanding of what triggers a sale in your target and a really juicy design to catch readers' attention and save your direct mail-out from the recycling bin.

That's where Mango come in. Helping you market your business more effectively puts a spring in our step and smiles on our faces. We get a buzz from helping businesses like yours reap the rewards that innovative, fresh ideas in direct mail can bring. Whether you want to keep it beautifully simple with a postcard, go for maximum impact with a more sophisticated brochure, or utilise cutting edge solutions like dimensional mail outs, or email marketing, we'll make sure your direct mail reflects your business in the best possible way. Ongoing campaigns can be tailored to react to positive responses, emphasising offers that have been proven to work and testing out new offers. This way we ensure that the response rates increase as the campaign matures driving down your cost per response.



What we really like about Mango is that they offer the full service. They manage everything for you, so they don't just design the web site, but they can sort out the domain and the hosting too and when it comes to print, just give them the brief, and leave everything to them. Nothing is too much trouble and the end results are always stunning!



Adele Callan
Director



Here at Mango, our expert direct mail team has the knowledge, experience and vision to create direct mail that stands out from the crowd and works hard to promote your business. Our creative team have got all your direct mail requirements covered. With Art Direction, Copywriting and photography to illustrations and technical drawings, we've got the creative skills to make sure your direct mail does its job. Colourful and vibrant, original and eye-catching, our creative work is tailored to meet your every need; providing the perfect direct mail format and design.

Our process ensures your direct mail ticks all the right boxes. Firstly we produce creative visuals, next we present our ideas to you, either on boards or on email by PDF, making sure our direct mail vision matches your own and giving you the opportunity to make changes. And when everyone is happy, we produce final artwork and print digitally for short runs of 1 to 500 or standard litho for large quantities. But we don't stop there. We'll take care of your database mail merge and personalise your direct mail letters and labels. We'll even pack your direct mail up for posting and delivery. Our dynamic approach means we always provide forward-thinking, fresh solutions - whatever the brief - putting zig into your direct mail outs and whetting the appetites of potential clients.

Let Mango help you achieve your marketing goals. Call our team today on

0161 601 6522

visit www.mangocommunications.co.uk

