

DIRECT MAIL

Secrets



Wayne Baxtrom

- The Janitorial Coach -

52 Years of Experience in the Janitorial Business

Direct Mail Secrets

A Roadmap for Janitorial Businesses by Wayne Baxtrom

Ever since the modernization of brands and businesses has transpired, there have been multiple ways to market and bring traffic to your business. Traditionally, flyers, signboards, newspaper ads, mail scripts were the course of action. As the world started to grow and the Internet entered the scene, digital forms of marketing emerged and gave rise to an altogether different mindset. Now every marketer and the business owner spends their day building and executing growth experiments and marketing strategies. One of the experiments every marketer is bound to do is Direct Mail Campaigns.



Pertaining to cleaning and janitorial business, you aim to target businesses and corporates looking to hire brands from your niche. You are here to create a healthier and productive environment for your clients. It proves as a mutual morale booster too. This never goes out of scope, but here you are, working to build relationships and tackle the competition. For every client, you might develop a custom cleaning plan and provide a wide range of services. But first, let us understand why you should use direct mail or direct marketing campaigns.

Why should you use Direct Mail Campaigns?

Companies may think of this as a costly affair, but the benefits of this classic outreach are pre-eminent. Unfortunately, some parts of the direct mail system remain still unexploited yet unappreciated. So let's check why you should make the most out of Direct Mail Campaigns.

BRAND RECOGNITION

There are numerous other janitorial businesses out there. So why should they hire you? Well, the answer is "Brand Image". Whether or not the prospective customer reads the complete body of the mail, the brand name, the slogan(if any), and the colour palette you use to get stuck in the prospects' minds. With this, you become the future answer for their cleaning requirements, it's how psychology works, and there's more to explore in this umbrella. This is how you don't chase but attract them.

PERSONAL APPROACH

With direct mail, you get to personalize your messaging for your word. For example, you can narrow down your target audience and create an element of storytelling to promote yourself as their only option for janitorial or cleaning services. This personalization helps you build a rapport with them, and that's how you rope them in as long term consumers of your brand.

BUILD AUTHENTICITY

With mails, there is an insecurity that has built over the years amongst the consumers. But when you approach the right person with the right set of strategies, it supports the trust-building process and comforts the consumer that they are not susceptible to any cyber attack. Thus, whether they purchase your services or not, you are emerging as an authentic service provider amidst all the mistrust and digital discomfort on the internet.

WORKS IN BOTH THE SPHERES

Direct marketing is something that works in both planes of advertisement. Physical and Digital. You can send flyers, catalogues, brochures, newsletters via email, and directly to their corporate addresses too. Both of these systems have their benefits, and when it comes to direct mail, both can be used strategically to make the best out of your time and effort. For example, you are aiming to connect with the corporates' Admin or Facility managers. They might miss your email, but if they receive a physical copy of the advertisement, there are high chances they might give it a look.



What is Direct Mail exactly?

Some people may think of direct mail as inefficient, but its wonders to businesses is par excellence. Direct mail is a system where you strategically send advertising mails, catalogues, brochures, in essence, the marketing media that promotes your business in the eyes of your prospective consumer. This is done judiciously, keeping in mind the demographic particulars of the end consumer, in our case, the corporates and businesses wanting to hire janitorial services.

What is it exactly?

Far and wide, you've got an idea of what a direct mail service is. We will now see how this system works and how it can be effective for your cleaning business. The marketers collate data based on consumers' income, age, location, political affiliation and create a distribution mechanism to send promotional materials to the prospects. In our case, the prospects are businesses and corporations. Moreover, the people who handle facility management departments in these companies are our target audience.

Multiple industries manoeuvre direct mail campaigns to market their goods and services, including catalogues, brochures, and even discount coupons. However, many local businesses have played their trump card in direct mail campaigns and have attained their target audience.

Is direct mail worth the investment?

With investment, we mean monetary investments and the amount of time and effort you will have to put in to make it large. A 2021 survey conducted by Fundera reported that around 70% of US consumers had perceived direct mail as more personal when compared to online activity.

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In addition, 54% of the same sample audience reported that they want direct mails from the brands of their interest. And that the opening rate for direct mail is about 90%. If all these statistical figures are not enough, let's dive deep and see if direct mail is still worth it.

It interacts more with the consumer.

Direct mails are made to interact more with the consumers. The fact that it is directly going in the hands of the prospects. The CTA and the promotional offers are classified so that it brings them to get on a call with you and eventually hire you for your services. This is one of the primary reasons direct mail is still widely used, and it most of the time outperforms the expectations of the marketer.

People connect and remember it.

In the digital era of less attention span, people are susceptible to not opening their emails or show no interest in what's on their phone. But direct mail bestows a feeling of nostalgia. And hence the opening rates are also observed to be high. There is a psychological emotion attached to it that can help you promote your business via direct mail. You can customise it by adding something handwritten or writing the customer's name in the direct mail.



Creative, not mundane

There are numerous ways in which you can incorporate amalgamated strategies of digital marketing and direct mail. This will help you reach your exact audience and acquire a new base. Although you are not locking yourself just to the traditional ways with direct mail, you can find relatively efficient techniques to promote and advertise your business.

Comparatively less competition

As we discussed, people and businesses still believe in the inefficiency of direct mail. Hence, it has become a relatively less competitive niche to get in and take full advantage. Nevertheless, we are seeing a wide range of small business owners getting into direct mail campaigns. In the survey discussed previously, about 39% of the consumers give the business a try just because they were approached via direct mail. It still is relevant, thoughtful, eye-catching, and has an emotional aspect to it.

Wide demographic

When compared to digital marketing, the reach of direct mails is observed to be much higher. Think of it in this way. There is a wide range of audiences not on social media, and you don't have their emails. This spread can be reached with direct mails. For offices and corporates, it becomes difficult to find the email or contact of the person responsible for hiring janitorial services. Here, direct mails work best and have a very high conversion rate.

How can you start a direct mail campaign?

The central aspect of a direct mail campaign is its distribution. So let's understand how you can start and make the best out of it.

Determine and set your goals

Give it a thought. What do you aim to achieve with the campaign? Bringing new customers, serving the existing base, or promoting a new service. Although your goal can be anything, this step is mandatory to align with it throughout the process. Ask yourself these questions:

- **Do they want my janitorial services?**
- **Why have they still not opted for cleaning services?**
- **What services might they be looking for?**
- **Do they already have hired one?**
- **How can you penetrate this setup?**
- **What are they currently struggling with?**

These questions will help you define the consumer's pain points, and then you can strategize how you can tap them by telling your brand story. The beginning may be challenging, but this is to ease out the rest of the procedure.

Research and understand your target audience

Tailor your campaign using the details of your audience. Before creating those beautiful printables, allow yourself a moment, take a broader perspective, and gaze around your market. Ask yourself these questions:

- **Who all wish to opt for these services?**
- **What can be the right fit? What should be your customer's profile?**
- **What area are you going to target?**
- **Are there enough brands and businesses in that area to become your ideal consumer?**

You can take a look at websites like Census.com, but they have relatively older data. Yellow pages are also a good reference for data. With research and the correct mindset, you'll be able to create a virtual image of your consumer, and then you can go ahead.

Create a mailing list

This list is very customizable to you. You can categorically define your consumer base of prospects as well as new customers. You can create a list targeting HNI clients, and in other lists, you target small business owners. The choice is yours. The lists you create will help you identify and execute a perfect distribution method, and that way, your targeting will be much more structured and productive. Align your focus on your consumers' pain points and translate the same to "Why should they hire you?"

Decide your Call to Action (CTA)

You don't want to send your promotional media to the prospects, right? You need something in return. Right? CTA is the most crucial element in direct mail as it has the power to convert your prospect into a paid client. Most of the time gets invested in designing a perfect CTA which grabs attention.

Format your mail

In the further sections, we will discuss what the different types of direct mail are. There are several options like:

- **Flyers**
- **Brochures**
- **Letters**
- **Postcards**
- **Booklets, etc.**

Types of Direct Mail

Design the perfect mail

While you design your mail, don't overdo graphics or texts. Try to maintain a balance of both. You will find many templates online, but it will feel much more relatable if you try to create your own with your touch. You can customize the design as per your consumer base and as per your messaging. You can share what is included in your janitorial services, your workflow (in short), what makes you different from others, and what you have to offer?

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Depending on your goals with the direct mail and budget, you can decide on the type of mail. Following are some of the main types that you can choose for your next direct mail campaign.



Postcards

The most basic variety of mailers. For any event, promotions, or announcements, you can use these. For your business, this can prove to be much cost-effective. For example, if you are coming up with a new cleaning service or have recently opened a branch in the vicinity, you can choose this mailer to advertise your cleaning business.

Self-mailers

These are letters sent without an envelope. These are best to advertise or announce your products or services. For instance, if you have an announcement to make about your cleaning business, you can use these in the form of newsletters.

Inserts and Wraps

These are a combination of magazines, catalogues, postcards, etc. They are used to announce some new offer or an event.

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Dimensional mailers

This is something creative. These are 3D pop-out cards that stand out. If you are into a janitorial business, you might not have seen these types of direct mailers. So there's an excellent opportunity to put them to use and target customers. The only drawback is, they are pretty expensive.

Letters

Letters are also known as "classic packages". They can be a newsletter or a thanks-giving letter for them to use your services. If they have already opted for your cleaning services, you can send them these. If you combine this with some promotional offer, you are good to go.

Catalogues or Brochures

This is the definitive promotional mailer that advertises your business. You can showcase with imagery your services, products (if any). Some businesses also share a snapshot of customer reviews to build authenticity and credibility. This is your actual ad.



Direct mail secrets and best practices

Now, this is something which you were looking for. We built an action plan for you in the above sections, and now it's time to spill some beans and understand how your competitors are making the best out of direct mail services and how you can too.

Did you know? An average US advertiser spends \$2,095 on an average per from a direct mail consumer, and it is because about 42% of the people who receive mails read/scan what they've received.

Never stop learning

You would've worked with multiple clients such as schools, shopping malls, hospitals, commercial warehouses. But with every new client, there might be a new challenge associated with it. Hence you have to keep your business mind very open to see what is there for you and give your best services to your consumers. Understand their needs, tailor your services for them, and enjoy the good reviews and referrals. If a brand/business likes your service, there is no doubt they will refer you to their colleagues and other business owners. Hence, customer relationships are the key to success in this business.

Give them more

This business is about maintaining cleanliness, hygiene, and a safe environment for other people to be comfortable in. Use products/equipment that show you are a professional. Often give them discounts and send them new offers. For instance, if you've received a yearly maintenance contract, try to give some cleaning chemicals for free or some discount on your services.

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Discount may be intimidating because it attacks your revenue, but it also paves the way to attract more clientele and increase profits. Outperform their expectations.

Put yourself in the customer's place.

Think of it in this way. If you were a corporate ad min manager, and you need janitorial service. What will you look for in a service provider? What are your expectations from the service? What do you think you will need the most from the company? These questions will help you carve out the best direct mail campaign with a maximum rate of conversion. Put yourself in the customer's shoes to understand what's best for them and ways to tap their pain points. Then, be a customer-first company and see your brand grow exponentially.

Attach testimonials to the mailer

You may find this cliché, but it never goes out of fashion. It can be brag about your company, but this brag is worth it. Even the customer might understand you are doing self-promotion, but that's the whole point they've received mail from you. Testimonials and reviews from your history clients prove the best to build credibility, which plays a pivotal role in your advertisement campaign.

Whether or not the potential consumer chooses you for their janitorial needs, they will acknowledge that you had many positive testimonials. It is like winning their trust to become their service provider. It eases the client conversion process, and they become a bit more comfortable to go ahead. Show them how you made a difference in the daily lives of your clients through your services. Also, do not tell a story with testimonials. Keep them short, just to the point, no fluff.

Grab their attention

For a postcard or any direct mail, the best practice is to use attention-grabbing lines. Use phrases, colour combinations, font styles to make it look eye-catching. The first thing anyone will see is the headline. Pick them there and take them on a journey about your cleaning business. If they lose interest in the headline itself, they won't bother to read the rest of the elements. Hence, make the headline worth the read. Show them how you can be the only and the best option as a janitorial service, what makes you better than the others. You will see your response and conversion rates going sky high if you start focusing on the headlines and your attention-grabbing artwork.

Talk about benefits they get

They will only hire you if you make a difference for them and prove that you are beneficial to them. Hence, you should create a list of benefits and illustrate them to better understand and narrate a story around it. Show them why your employees, janitor, helpers are the best. Tell them how much you invest (not monetary) in their training and education. Rather, you should show them this list quickly after the headlines, so you don't lose their attention. Some examples can be insured employees, highly trained staff, use of high-quality cleaning chemicals, uniformed staff, 24x7 customer service, and so forth upto the time customer thinks only and only the best about you. Therefore, tailor your benefits according to the target consumer. For instance, if you target a medical service or healthcare company, the benefits you render might change. If you target a school or university, you might give them custom services. Hence, you should create and save templates as per your target audience.

Conclusion

These were some of the ideas and tactics you can use for your direct mail campaigns. We have also facilitated you with the generic procedure you should follow while starting with direct mails for your janitorial business. Plan, execute, customize, and make the best out of it. All the best!

About the Author



Wayne Baxtrom, The Janitorial Coach, has over 52 years experience in the cleaning business. He has started 3 multi-million dollar Janitorial Businesses — the last being sold for over \$6,000,000. Recently retired, Wayne still feels the fire in his belly to stay active. He is motivated by his desire to help any and all folks making their living in the cleaning industry. Wayne offers Janitorial Business Programs for startups and seasoned pros. To learn more about how Wayne can help your business grow, visit www.TheJanitorialCoach.com and schedule your free Discovery Call.