

Marketing's Lost Art That Still Delivers Direct Mail

At CHANGE HVAC Marketing, we have a philosophy about your direct mail. Your customers need to clearly see

- Who you are
- What you do
- What your offers are
- How to get a hold of you.



So, you're thinking about diving into Direct Mail marketing – smart move!

Direct mail marketing is a proven, reliable way to reach customers; it's tangible, personal, and memorable. Unlike digital ads that disappear in seconds, a well designed mailer commands attention and leaves an impression long after it's taken out of the mailbox.

So how do you make it work for your business?

Before you start thinking about how, let's review what direct mail can do:

- Target and attract new customers
- Showcase the benefits of your maintenance program
- Remind homeowners to schedule spring and fall clean and checks
- Cross-promote your other services (plumbing, insulation, duct cleaning, etc.)
- Re-engage past customers
- and Increase sales!



Direct mail tailored to your message

Direct mail guarantees a few things: a tangible touchpoint, delivered at the right time of year, to people using the equipment you sell and service. And there is a low cost, attention grabbing format that is perfect for doing just that—postcards!



Looking to acquire new customers? Market to them in-season not when you're trying to fill your schedule. Yep, right when you're already super busy! That's when the fish are biting, so that's when you go fishing.

Creating a postcard is easier than you think! We put together this quick guide with the key elements every successful postcard should have. Check your design against this list to make sure your card works hard for every potential customer who sees it.

Let's make your next postcard your best one yet!



Tips for a successful postcard campaign

1. Start with an Attention Grabbing Headline

Your headline is your first (and sometimes only) shot to grab someone's attention so make it count! It should be clear, compelling, and make readers want to know more.

2. Use Graphics That Back-up Your Message

The images you choose shouldn't just look nice they should *mean* something. The visuals should reinforce your main message, not distract from it. Got co-op funds? Make sure you design to your brand's standards and use those funds to offset the overall cost.

3. Choose Colors and Images That Demand Attention

Bold, contrasting colors help your card stand out in a stack of mail. Use them strategically to guide the reader's attention especially to your headline and key offers.

4. Tell Them Exactly What to Do Next

Be crystal clear with your call to action: "Call now," "Visit our website," "Book your free consult today." People won't always take the next step unless you explicitly guide them there.

5. Make an Offer They Can't Refuse

Make it clear, bold, and place it prominently. Sweeten it with urgency: "Limited time offer" can go a long way in motivating quick action.

6. Make It Easy to Reach You

Your contact info should be everywhere...seriously. Include your phone number, website, address, and even your social handles if you can. Give your prospects multiple ways to connect so they can reach out however they're most comfortable.



Years of direct mail success at your service.

We've been producing direct mail for HVAC dealers for 25+ years... we know what it takes to get noticed.

CHANGE HVAC Marketing has been working specifically with contractors for a long time and we know what messages drive customers to call you when they need service or equipment and how to get the most benefit from your direct mail campaign.

- Creative message and design that meets your co-op standards? That's our specialty.
- Reaching out to your existing customers? Just send us your list.
- Need a new database to target a specific area and demographic? We'll get that.
- Need a call tracking number you can access? Done.
- QR code that goes to your website? Check.

Our production team has 38 years of design, print, and mail service experience so call CHANGE for all your direct mail outreach and check this project off your to-do list.



Ready to turn mailboxes into booked appointments?

Call Molly @ 315-685-9500 or email

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Thank you for reading!

For more marketing advice, call one of our marketing experts today. We love to talk shop!

315-685-9500

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