

Vinyl Fence *Tip*

Practical and Proven Ways to Sell More Vinyl Fences

From your friends at National Vinyl Products

How to Use Direct Mail to Reach your Best Markets



- ✓ **Focus on one market at a time**
Do not mail to contractors, developers and homeowners at the same time. The more targeted your market, the better success you will have.
- ✓ **Get an accurate mailing list**
Who are you targeting? New or old homes? Rural or urban? Wood fence owners? No fence owners? There are mailing lists for just about any kind of person you are trying to reach.
- ✓ **Come up with an irresistible offer**
Look at your direct mailer through the eyes of your reader. What would make you contact your business? A discount? Same-day installation? Pergola plus fence offer?
- ✓ **Write a killer a headline**
A great headline grabs the attention of the person you are talking to. See the column at the right for headline ideas.
- ✓ **Get rid of the fluff**
Nobody cares about you; they only care about themselves. Choose your words carefully and ask yourself: does this word or sentence hurt or help?
- ✓ **Talk like a normal person**
Your direct mailer is a “salesperson in print.” Speak like a human. Do not use advertising words. Act as if you are having a face-to-face talk with your prospect.
- ✓ **Test different direct mail formats**
Post cards. Traditional mailers in an envelope. Oversized mailers. 3-D mailers. Boxes. Plastic cases. Be creative and daring.

What is the most important part of your direct mailer?

It is the headline. Fact: 80% of your readers will read only the headline and nothing else. That means that 80¢ out of every dollar is spent on your headline.

Your readers are asking only one question: What’s in it for me? Here are headline starters:

- 1) **Make an offer in your headline**
 - 10% off all vinyl fences
 - Free fence installation this month
 - \$1.65 off each foot
- 2) **Announce news**
 - Woodgrain fences introduced
 - Vinyl fence pre-spring sale
- 3) **Tickle their curiosity**
 - Why the President of the United States won’t buy from us
 - Why would we put steel in our vinyl fences?
- 4) **Appeal to their self-interest**
 - Why homeowners who own wood fences are switching to vinyl
 - Never paint your fence again
- 5) **Ask an intriguing question**
 - Did you know we can install vinyl fences in the middle of winter?

See a sample of an effective mailer on the other side.

Postcard Example

You can mail just about any size. However, the biggest post card you can mail at the lowest rate is 6" X 4-1/4".

Always include an expiration date.

The easiest to read post cards use dark ink on a white background.

EXPIRES 12/31/16

Pre-Winter Vinyl Fence Sale

20% OFF any vinyl fence



The truth is, most people buy fences in the spring and summer. But did you know we can install your fence in any kind of weather!

- 20% off any fence if ordered by 12/31/16
- Includes all styles: privacy, semi-privacy, security, railing—anything we sell
- Includes all colors—white, tan, textured, wood grain—everything we sell
- We can install within 5 working days
- Ask about our no-interest financing

You must call this hot line to get the 20% off: 800-555-1234
This 20% off expires 12/31/16 (sorry, no exceptions)

Shout your offer.

Put the headline up top.

The headline and the photo say the same thing: vinyl fence.

Give benefits and features. Be specific.

Keep your layout overly simple, almost boring.

Tell them exactly what to do, and repeat the offer.

FRONT

RETURN SERVICE REQUESTED tells the post office to return the piece to you with updated address information.



Your company name
Your address
Your city, state, zip
800-555-1234

RETURN SERVICE REQUESTED

PRSR STD MAIL
US POSTAGE PAID
NEW YORK, NY
10014
PERMIT NO. 242

We can install your new vinyl fence in snow! PLUS...20% OFF ANY VINYL FENCE



If mailing more than 500, use a bulk rate indicia and a mailing house.

Repeat the offer on both sides of the mailer.

Leave room for the mailing address. Talk to your mail house.

Include your logo and contact information.

Use uncomplicated photos that match the headline.

BACK

If you have questions about this newsletter or marketing in general, e-mail NVP's marketing expert: marketing@nvpfence.com.

www.nvpfence.com
435-623-2750

