

# ***Direct Mail: The Weaknesses***

## ***Unsolicited Offers***

*Many people simply don't like unsolicited offers and are often skeptical of their validity. Increasingly, busy people won't even open what looks like "junk mail". In fact, there are many services devoted to helping consumers get their names removed from mailing lists.*

## ***Low Response Rate***

*Most direct mail marketers consider a response rate of only 2-3% to be successful. This means that up to 98% of the people you market to will reject your offer.*

*Almost ½ (48%) of direct mail is thrown away unopened. When consumers actually do read their direct mail, they tend to read that which they receive from advertisers with whom they are already familiar or comfortable. Direct mail is much more effective in reinforcing current customers than in attracting new prospects.*

## ***Cost/Growing Expense***

*The cost of production and mailing lists can be very expensive depending on the paper quality, printing technique, number of pages and actual distribution costs. In addition, postage costs or house-to-house delivery through couriers can run costs even higher. Lists are generally purchased on a per thousand basis. The larger the list and more extensive the direct mail campaign, the greater the investment will be.*

## ***Outdated Mailing Lists***

*Effective direct mail advertising requires thorough maintenance of mailing lists. Many advertisers don't like to bother with updating mail lists and, as a result, large quantities of mail may go to undeliverable addresses, or even worse, to someone who has died. These kinds of errors cost money and a business's reputation.*

## ***Competition***

*The quality of direct mail breeds competition for a share of the receiver's attention. Since similar advertisers tend to use direct mail in much the same way, so it is difficult to establish an individual and compelling identity among the clutter. In addition, seasonality creates competition and companies will flood the marketplace with the same or similar products at the same time of year.*