

Using a Direct Mailer to promote products in Agri Business

As the number of farmers is reducing, also is the time farmers have to absorb technical information getting less. Now is the time to get the jump on your opposition and rethink the content and message in your Direct Mailers to existing and potential customers.

Customer newsletters are communication tools; direct mailers are selling tools. A good newsletter has the potential to stay on the farm for week's even months. Some of the better Farmers even file the newsletters to access the information at a later date. As Farming becomes more sophisticated and innovative and the difference between success and failure can come down to the Farmer not being technically up to date, the latest information is of crucial importance.

On the other hand, most Direct Mailers have an extremely short life, in the bin as quick as a bullet out of a gun! For this reason Direct Mailers need to get straight to the point as soon as it is taken out of the RMB or Post Office Box. It needs a clear, concise and immediate message to the Farmer.

Pointers to improve the effectiveness of direct mailers are

1. Get the Farmers attention immediately, do not get into technical details of products through too much text
2. Direct Mailers are often dropped in RMB in bulk. Focusing your Direct Mail to get a specific Farmer to open it, using an envelope, even a stamp on the envelope and handwriting the name can lead to not only differentiating your mailer but also increases your chances that your mailer will be read.
3. Your aim is to sell products. As the Farmer gives you limited time to get your message across it is common to feature price prominently.
4. Use a special offer to prompt responding. Coupons are useful here, in offering the farmer a special deal to come into the store to complete the purchase

5. Develop a follow up strategy. Depending on how many clients you are targeting a follow up to the mail out by a phone call could be appropriate if you are targeting a specific client group. If you were conducting a saturation of the marketplace with a direct mail campaign then a phone canvass would probably not be cost effective.

Direct Mailers represent 10% of a typical promotion budget in an Australian retail store according to the Australian Marketing Association. As you the Rural Merchant are a retailer, “Are you gaining the maximum benefit from your Direct Mailers given the substantial cost they could represent to your store?”