Smart Direct Mail

Direct mail isn't dead, but it does need an upgrade. At Capture, we believe in direct mail that's smart, so we implement a targeted approach that delivers personalized mail pieces that will have the most impact. Whether it's a postcard, a letter, or a branded calendar, our Smart Direct Mail services increase brand awareness while enticing students to respond.
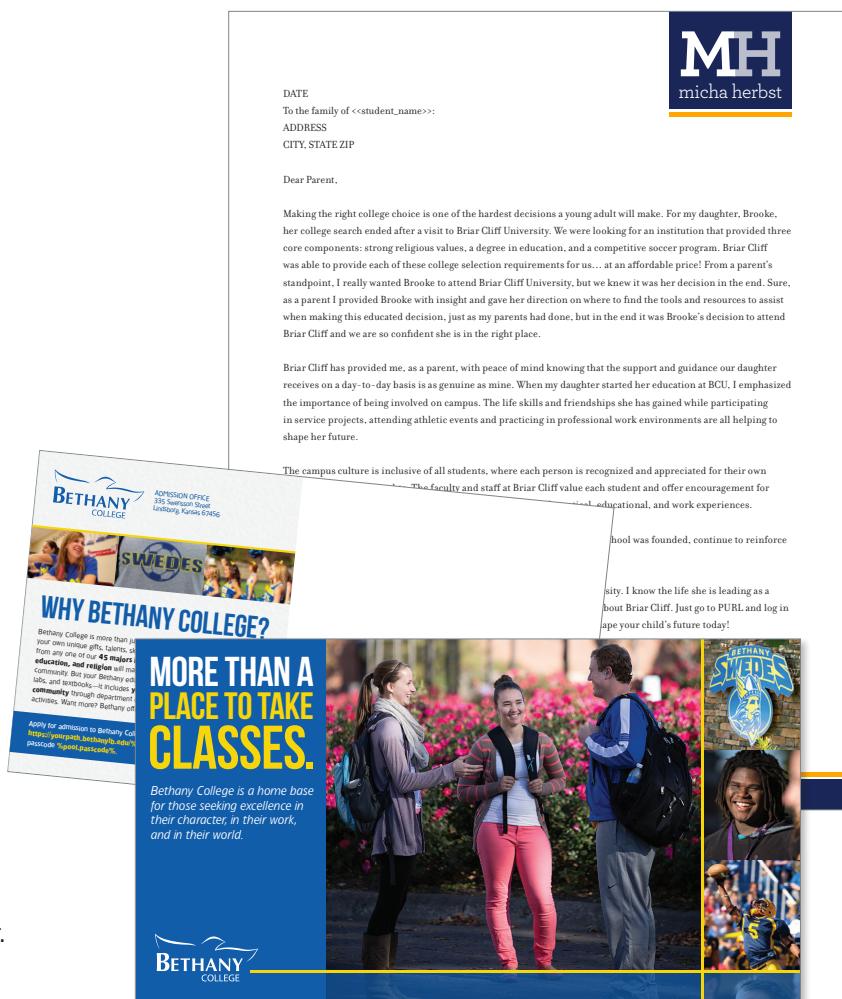
Capture's Smart Direct Mail includes full-service design, production, and mailing.

Product Features

- Design
  - » Pre-design consultation
  - » Includes 2 rounds of revisions
- Production
  - » Generally takes 1 week from production to mailing
- Mailing
  - » Mailing address appended from Search Consulting services or from your data
- Minimum quantity: 1,000
- Strategic use of first-class postage

90%

According to the American Marketing Association, over 90% of direct mail is viewed or opened on the day it is received. Our direct mail is original, creative, and personalized to cut through the clutter.

Benefits

- Direct mail generally provides a higher response rate than digital marketing
- Increases brand awareness and effectiveness of other campaigns