



DATAMARK SOLUTIONS

DIRECT MAIL

Reach, engage and motivate prospects through one of the highest converting inquiry generation channels.



At Datamark, we create direct mail campaigns that deliver customized messaging to targeted student groups, generating more quality prospects.

Our personalized, response-driven solutions are effective due to best-in-class creative and testing strategies. From our internal creative team to our in-house printing and mailing facilities, we manage all aspects of your campaigns for optimal results, which provides you with a more desireable and measurable ROI.

CONVERSION OF DIRECT MAIL INQUIRIES IS TYPICALLY 25–50% HIGHER THAN FOR CPL INQUIRIES.

KEY FACTS:

In 2012, Datamark provided more than 150,000 direct mail inquiries.

In 25 years, we have provided direct mail solutions to more than 900 colleges & universities.

Datamark best practices have shown that multivariate personalization can lift lead-to-enrollment up to 50%.

ELEVATE YOUR RESPONSE RATES

- Last year alone, we conducted over 500 direct mail tests for clients to continually improve response rates.
- We use the Datamark Knowledge Center and its 450 data sources to create refined demographic, psychographic and behavioral profiles to segment the best target for your mailings.
- Our direct mail campaigns feed into other inquiry generation channels, including search, so you can maximize prospect communication.

HOW DO WE DO IT?

When choosing prospects to target, we will use your existing students and graduates as a model for success. Next, we select the most productive list sources to meet your goals and build and execute the optimal media plan. Our approach engages students with a call-to-action through varied communication channels. We then track and analyze results to optimize the plan for future mailings.

WHY CHOOSE DATAMARK?

Our full-service direct mail solution is rooted in more than 25 years of enrollment marketing experience and optimization. Simply put, we know what works and what doesn't. We deliver personalization, list segmentation, list cleansing, modeling, response strategies and customized creative development all proven to turn prospects into students.

THE VALUE OF OUR DIRECT MAIL

TARGETED: Contact only recipients who meet your preferred demographic. We create highly targeted lists that drive increased response rates.

BRANDED: Control your brand and how it is positioned. We will collaborate closely with you to ensure that our creative represents your school accurately.

SAFE: Leads are 100% valid, exclusive and aren't subject to compliance violations. Plus, our in-house production team manually approves print quality and ensures accuracy.

FREQUENTLY ASKED QUESTIONS

Q: Do I have to provide my own mailing lists and creative?

A: No. Datamark purchases lists with proven results and develops creative that incorporates elements that boost your response rates.

Q: Is it true that direct mail inquiries don't convert as well as Internet inquiries?

A: Compared to Internet inquiries, direct mail inquiries tend to occur earlier in the decision-making process, lengthening the conversion cycle. These inquiries may need to be nurtured for this reason. However, Datamark direct mail is exclusive. Since you know exactly where the inquiry originated and the messaging that was received, you can control the regulatory risk and the marketing throughout the inquiry lifecycle.

Q: Upon signing a contract, how quickly will my direct mail reach homes?

A: Developing creative, ordering and cleansing lists, and approving the final campaign takes about 5 weeks. Once sent, your mail can take up to 12 days to reach homes, depending on postage. A direct mail campaign should be initiated 6 to 7 weeks prior to your targeted mail date or 3 months prior to your start date for optimal impact.



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