

## Tips For A Successful Direct Mail Campaign

For this component, we've created templates for four direct mail letters. Two of the letters are aimed at individual consumers and two are aimed at groups. Each letter is written to address the specific needs of the target audience.

For consumers, there are two letters: one requests consumers to contact your agency for more information and to schedule a meeting; the other is designed to interest the consumer in attending a seminar sponsored by your agency. For employers and association leaders, the letter requests that they contact your agency to schedule a private or group meeting to learn more about long-term care insurance options.

The key to success with any of the mailings is to know your audience. Target your mailing list to the specific group that will most likely respond to the letter. *Remember, with unsolicited direct mail campaigns a three to four percent response is considered effective.*

To use any of the direct mail letters, simply insert your, or your agency's, information in the appropriate areas and print onto your stationery.

When mailing the letters, enclosing your, or your agency's, brochure, or your carrier's brochure, can be an effective way to solicit a response from recipients. Often times, providing additional information with the mailing as well as a reply card that provides the option for getting more information without a phone call, will increase your response rate.

**Please remember**, it is a violation of State law to call someone who has placed their name on the State's **Do Not Call List**, unless the person has given you permission to do so. If you include a reply card with your mailing, we suggest you use the following language as a check box on the reply, "I give permission for an insurance agent from **[Name of Company or Insurance Agency]** to call me."

These letters have received prior approval from the carriers participating in the Connecticut Partnership, with the exception of carriers that market *exclusively* to groups and associations. The letters also are on file for informational purposes with the Connecticut Insurance Department. When reproducing the letters, *you must include the form number* that appears in the lower left corner.

**Please note: If you alter the letters in any way** (besides adding your or your agency's specific information), you will need to provide them to The Connecticut Partnership for Long-Term Care for additional approval. In addition, *if you alter the letters in any way and you mention you represent a particular carrier or change the letters to reference a particular carrier, you must receive approval from that carrier as well as the Connecticut Partnership for Long-Term Care.*