

# DIRECT MAIL

Predictive Prospecting  
Best Practices

AWARENESS

INTEREST

DECISION

ACTION



## Direct Mail Works.

Successful real estate marketers have long used direct mail campaigns to find new leads and grow their business. Direct mail campaigns give professionals:



- **A direct connection to prospects in a specific geographical area**
- **A tangible resource for a prospect to hold on to- postcards are a physical item that stays in the home for up to weeks at a time**
- **Automated direct mail tools make it easy to deploy drip campaigns to nurture prospects over long periods of time**

## Direct Mail by the Numbers

**4.9 %**

Industry average response rate to direct mail sent to prospect lists (2018).

**42%**

of consumers read or scan the mail they receive.

**73%**

of consumers prefer to be contacted by direct mail, so they can read it whenever they want.

**17 days**

Average length of time marketing mail is kept in a household.

## Get Started

Send a bi-weekly mail campaign to Likely Sellers — provide rich content with suggestions on getting your home ready to be listed or tips for improving the value of your home.

**Call-to-action option 1:** the tried and true  
“What are buyers looking for in a home (in your neighborhood /or/ likely yours)”

**Call-to-action option 2:** sub-set campaign  
“How much equity do you have?” utilizing loan-to-value data in Likely Seller toward owners with 40% or more in equity

## 4 Qualities of a Strong Message

### 1. Personalized greeting for each recipient:

*Hi Robert,*

### 2. Tailored to your list:

*I help people who inherit homes turn them into cash...*

### 3. WHY work with you?:

*I am a local real estate investor in Smith county*

### 4. Clear call to action:

*Please call me at 888-294-7890 to hear my competitive offer for your property.*

## Identify Your Audience



Put considerable time and thought into establishing your buyer personas, and give yourself at least a few different potential buyers that make sense. Data from your online channels or previous campaigns can be great to utilize here, and will give you direction for key demographics like age, income, occupation, gender, and so on.

## Make It Personal

**"Short handwritten notes  
yield long results."**

Harvey Mackay, author of NY Times best-seller *Use Your Head to Get Your Foot in the Door*

Handwritten notes, brightly colored envelopes, personalized greetings; Make your mailings stand out from the rest. People are far more likely to open a personal card over a standardized, typed advertisement. Our



partner, **Yellow Letters**

**Complete**, offers direct

mail service with

customized letters and

handwritten envelopes for

each and every prospect.

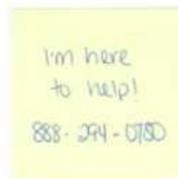
## Truly Handwritten mail improves open rate 3



- Truly Handwritten mailing address makes your letter a must open
- Live stamp with either First Class or Standard postage
- Personal return address label looks like you prepared the letter yourself
- Colored invitation envelope differentiates your letter in the mailbox

## A handwritten touch helps boost response 3

- Include a handwritten Post-It note on your letter to evoke a response
- Well studied social behavior



*"...a packet with an affixed Post-it note request had significantly higher return rates..."*

**Journal of Consumer Psychology**

## Likely Sellers Webinar – How to Crush Direct Mail



# Use the Database Audit

*Zero in on prime leads already in your contacts list*

## **Find Likely Sellers**

Get your contact database scored for how likely they are to need your help selling in next 3 to 6 months

## **Close More Deals**

Connect your buyers with Likely Sellers revealed within your database.

## **Enhance Your Database**

Keep your database updated and enhanced with additional valuable information

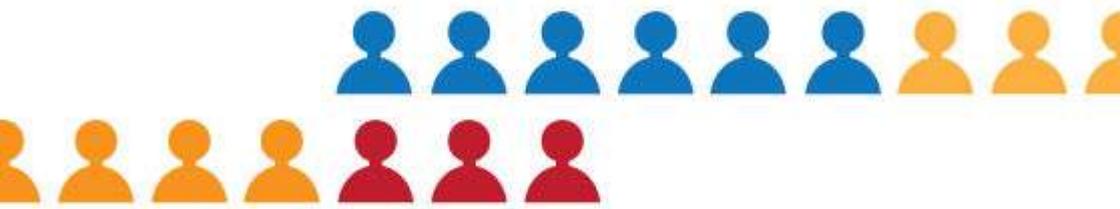
**Get Started**

**Likely Seller AI technology predicts which properties will come on the market within 90 days. With monthly updated predictions, you can use this intelligence to dominate your current market or enter a new market for a fraction of the traditional time and expense.**

**[Learn More](#)**

# Questions?

Contact us at [success@likely.ai](mailto:success@likely.ai)



*"In just over a week after sending my first mailer to Likely Sellers, I have received over a 10% response rate, 1 listing, and 13 CMA appointments... it could be higher but haven't had a chance to sync up with my team this afternoon. The response rate to likely sellers, from real sellers, has been so high that I had to put other marketing efforts on hold, just to keep up with the volume of interested sellers!! I still can't believe it, Likely.ai has actually delivered Artificial Intelligence to real estate!!" - Kara W. Broker/Team Founder - Boston area MA*