

Follow-up calls: How the telephone complements direct mail

The Challenge

A national television and radio ministry wanted to launch a direct-mail campaign that would nurture spiritual growth, but it faced a dilemma. With the constant influx of mail that arrives each day, many people would simply throw their mail piece away without ever reading it.

The ministry needed a way to ensure that its audience would see the mail piece and read about its mission. The ministry turned to InfoCision to explore how a follow-up phone call could increase the effectiveness of its campaign.

The Solution

After the mailing was sent, InfoCision performed a split test on the audience. Half of the people received a phone call two to three weeks after the mailing, while the other half did not. Donations were measured over a six-month period to determine the effectiveness of the phone call.

The Results

Contrary to popular belief, telemarketing and direct mail do not cannibalize each other. Rather, the two methods can be integrated to form a highly effective campaign. In this case, the audience segment that received the follow-up phone call donated twice as much as those who did not.

Segment	Phone Program Revenue	Subsequent Mail Income (6 Months Later)	Total Income (6 Months)
Mail Only (Control)	-0-	\$61,158	\$61,158
Mail & Phone	\$59,625	\$65,049	\$124,674