



The 3-Hit!

As I was going through my inboxes the other day, both in my emails and in written communication, I noticed how poorly some practitioners of direct marketing are using the challenge to remind the database that they are communicating to successfully, by using the 3-Hit approach.

What is the 3-Hit approach?

It is well known that the first time you communicate to a database by direct marketing program, you will get a 3-4% response rate, simply because people are too busy, involved in other things, and also they adopt a wait-and-see attitude that “if I don’t reply to this I wonder if this company will come back to me?”

If, within 30 days, you provide a 2nd hit communication to the same database, but changing the story that you’re communicating with slightly to enhance the method or to talk about how another customer has used your service already, you will find that that 2nd hit has a 12% response rate.

Now for the big one – do the 3rd hit within a further 30 days, or if you add it up, 3 hits within 90 days to the same database list, communicating the values of your products and services.

This 3-hit approach has the effect of getting past the “I looked at this once before and I didn’t have time,” to progress to the “oh these people have communicated back again and they are persistent,” to “gee I’ve seen an awful lot of this, I’d better follow it up and read it through and perhaps take action.”

This last hit can have a response rate as high as 27%.

If you then add up 4% plus 12% plus 27%, you will see very quickly 43% success rate within the first 90 days.

Now of course between each written or email communication you could have made a phone call to see if you could organise a personalised face-to-face visit, and that will have further personalised the effectiveness of your database.

The 3-Hit communication was something that I remember from early direct marketing days that we found successful. Now back from my inbox in my emails, where I notice a lot of communication is 1-hit, and hoping like anything I am going to advance to the stage of wanting to make an enquiry out of one communication.

You know what history has taught me? That 60% of companies, if you send them away after the first communication to you, they never bother to communicate back again. And therefore I don't have to worry about their products or services ever again.

Only 40% go further and repeat a second time. Why not take advantage of the direct marketing basics, the 3-Hit – it works! It produces results, and it keeps your product, service or brand name in front of a potential client or customer. The creative bit is in creating 3 different messages to say the same thing!

This article contributed by Richard P. Gee, direct marketing strategist, who can be found on www.geewiz.co.nz, and you are invited to challenge Richard's ideas by email to Richard@geewiz.co.nz.