

Eight trust-building strategies that work in a direct mail campaign



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The key to establishing trust is to be trustworthy.

Your actions as a company and commitment to customer satisfaction are one of the easiest means for you to establish trust. Any successful relationship is built on trust, and if you set that as a goal for your company, you will be rewarded.

Is your company actually addressing people's needs? Do they believe you? The simplest test is to ask your customers.

Next, talk with your company supervisors. Do they confront hard issues in a timely fashion?

If not, other employees will watch and take advantage of the situation.

Make sure your company honors exceptional promises. Numerous companies tout service but few deliver. If you make promises you cannot keep, the life of your company is on a ventilator. It's only a matter of time.

The following are eight trust-building tactics that work in a direct mail campaign.

1). Use testimonials. Are you actually addressing people's needs? Do they believe you? The simplest way to get your customers opinion is to ask them. People pay more attention to what other people say about you than to what you say about yourself. Testimonials from people who have had a positive experience with you make the task of building trust easier.



Whatever you do to build customer referrals and word of mouth... including frequent-buyer programs, prizes or discounts... will be well worth it.

2). Use editorial writing styles rather than ads. People resist a hard sell. And they resist and distrust ads that seem too good to be true. The amount of information on line can question, whether true or false, and blast holes in any hard sell. When your approach is softer... more one on one... when you include testimonials and stories... you build trust. For example, your new widget will not "transform" the world as you know it. Nowadays, with the information excess experienced by consumers, it's easy for them to be a skeptical.

3). Give away something. People like "Free." Whether it's an article, report, workshop, or free in-home demonstration, you add credibility and trust to the relationship. The giveaway should be in harmony with your product or service. If you collect personal information with the

giveaway, disclose how you use this data in future correspondence.

Is your product or service benefiting all that use it? Use the simple test to learn more about people needs by asking them in return for something free. Is it better quality? Better service? Speak to a “live” person?” The answers are what the customer’s are valuing over competitive products or services. This is also a great way to add to your testimonials.

4). Personalize your direct mail marketing message. People do business with companies that give them satisfaction. Every person in your company who interacts with customers has an opportunity to get personal. When you get a little personal, you help customers get to know you. This builds trust. It helps when you say, “Dear George,” rather than “Dear Sir.” And it’s okay to put passion, personality, and enthusiasm into your direct mail messages. People may not expect it, but they appreciate it when they see it.

5.) Give examples. When you give an example by telling a story of how one client did such-and-such and another did so-and-so, you make an otherwise impersonal activity or event come alive. People relate to it. This builds trust.

Make use of the new social media or Website advertising with a video showing your product or service in action. That is the next best thing than actually being present with your customer interacting with your merchandise. Seeing is believing, especially if your product needs an extra human sense to create a purchase.

6). Eliminate (or reduce) risk. Buyers want to be sure that if something isn’t right that they have recourse... a way to say, “No thanks. It didn’t live up to what you

said.” Guarantees help but avoid printing it in point three type. So does communicating how committed you are to make every single client or customer happy. Now that would make a nice testimonial in your next direct mail.

7). Provide many portals including letting the customer talk. Make it easy for people to contact you and respond. Yes, it’s convenient with email, web forms and the like, but let people talk. Don’t forget the most important communication between you and the customer is two-way. Listen and learn. Put convenience, not obstacles, in front of your prospects.

Today, making a phone call or getting a person to answer a phone call live, is a major achievement. In fact, it’s probably the best way to get your customer to recommend your product to a friend.

8). Stay in touch. It’s human nature to trust those people you see or talk to often, and to be skeptical about people you don’t know — especially when they offer things that sound “too good to be true.” Frequent communication allows you to build and nurture a trusting relationship. In the absence of personal visits and phone calls, direct mail provides an efficient way to stay in touch... and keep on selling.

