

# GUIDE TO DIRECT MAIL

## REAL ESTATE EDITION

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A Comprehensive Guide to Targeting, Design, Copy, Offers, and ROI







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## SCAN HERE TO SEE SAMPLES



**DRMG**



# DEFINING DIRECT MAIL

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Any truly comprehensive modern marketing strategy needs to incorporate direct mail. But what is direct mail exactly, and how does it work?

## WHAT IS DIRECT MAIL MARKETING?

Direct mail marketing involves sending marketing materials (such as postcards, brochures, or personalized letters) to a targeted audience via traditional mail. It's a physical, tangible form of marketing that lands directly in the hands of potential home buyers/sellers.

## HOW DOES DIRECT MAIL MARKETING WORK?

Your partner at DRMG will help identify the right time and the most effective audience to target. Success requires:



**A compelling offer**



**Eye-catching design**



**Persuasive copy**



**A strong call to action**



**Repetition**

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**DRMG** Insight™



# DOES DIRECT MAIL WORK? ABSOLUTELY

Direct mail connects with people in ways digital marketing cannot. Potential clients hold your message, see your branding, and often keep it for future reference. Studies show direct mail is still one of the most trusted marketing channels. Direct mail has a high return on investment (ROI).

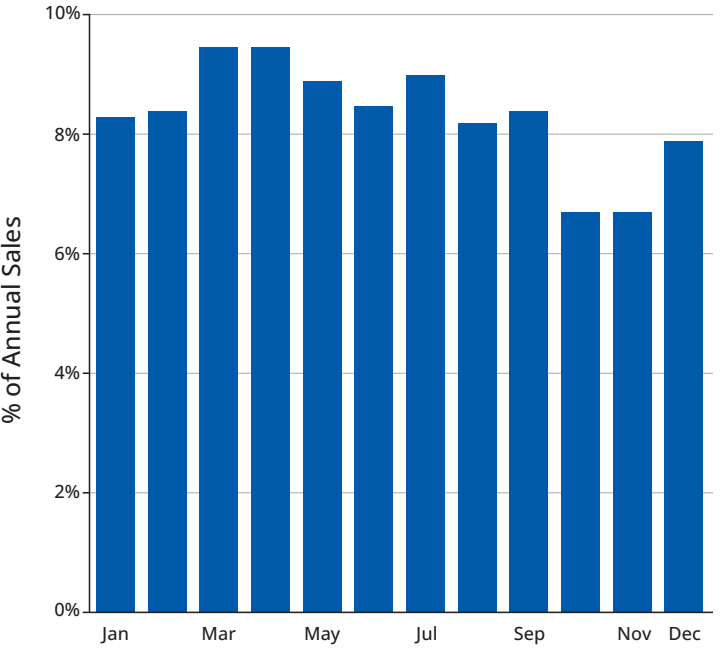
## WHY IS DIRECT MAIL ESSENTIAL IN A REAL ESTATE AGENT'S MARKETING MIX?

Direct mail allows real estate agents to:

- Target specific neighbourhoods or demographics.
- Promote property listings, open houses or offers.
- Build trust by highlighting their local expertise and unique value proposition (awards, certifications, etc).



### KEY STATISTICS



Calendar Month	% of Annual Sales
January	8.3%
February	8.4%
March	9.5%
April	9.5%
May	8.9%
June	8.5%
July	9.0%
August	8.2%
September	8.4%
October	6.7%
November	6.7%
December	7.9%

In 2024, sales of new and existing homes and condos were highest in March, April and May.

Source: *Monthly Residential Sales. census.gov. Jan. 2025. Web. Apr. 2025*

# WHY USE DIRECT RESPONSE MEDIA GROUP & CANADA POST

DRMG is Canada's leading Direct Mail Company. We have been helping businesses of all sizes, from local to national boosting sales and brand recognition through Targeted Direct Mail Campaigns for more than 20 years. We are Canadian owned & Canada's leading Direct Mail company delivering a wide range of neighbourhood mail, including our widely recognized Money Saver brand, regarded as Canada's most dependable publication for everyday savings and coupons.

## WE ARE A CANADA POST EXPERT PARTNER, AND THEIR LARGEST SHARED MAIL CUSTOMER.

As a turnkey provider, we simplify your direct mail efforts. We'll handle your entire program, from initial concept and campaign strategy to printing, precise targeting, and seamless induction into the Canada Post system.

## WE EXCEL AT:

- Expertise in web-press printing
- Providing a sustainable, reliable paper supply
- Pre-press process expertise
- Mail preparation
- Logistics and distribution
- Creative Design
- Data Tracking

**Ready to grow your business with direct mail? Contact us to get started! 1-888-519-7845**





# DESIGNING YOUR AD

When creating a direct mail campaign, thoughtful design is key. Here are some tips for designing effective real estate ads:

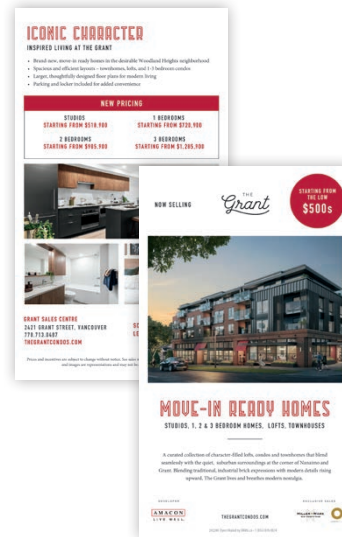


## PROFESSIONAL LOOK

- Use clean, modern designs that convey professionalism and trustworthiness.
- Avoid clutter and emphasize essential information.

## BRANDING CONSISTENCY

- Use consistent colors, fonts, and imagery that align with the agent's or agency's branding.
- Showcase what makes them unique, such as market expertise or exceptional service.



## IMAGES THAT SELL

- Use high-quality photos of properties, happy clients, or the agent's team.
- Authenticity is key - avoid generic stock photos.
- Ensure all logos and visuals are clear and high-resolution.



## CLEAR CONTACT INFORMATION

- Ensure the agent's phone number, website, email, and address are prominently displayed.
- Include a clear call to action.



# CREATING YOUR COPY

Your ad copy should serve as an elevator pitch for your services.

## USE HEADLINES EFFECTIVELY

Examples:

- "Your Dream Home Awaits."
- "Local Expertise, Proven Results."
- "Get a Free Home Valuation."

## KEEP COPY CLEAN AND CONCISE

- Avoid real estate jargon and complex language.
- Highlight key selling points and benefits clearly.

## DESCRIBE THE BENEFITS

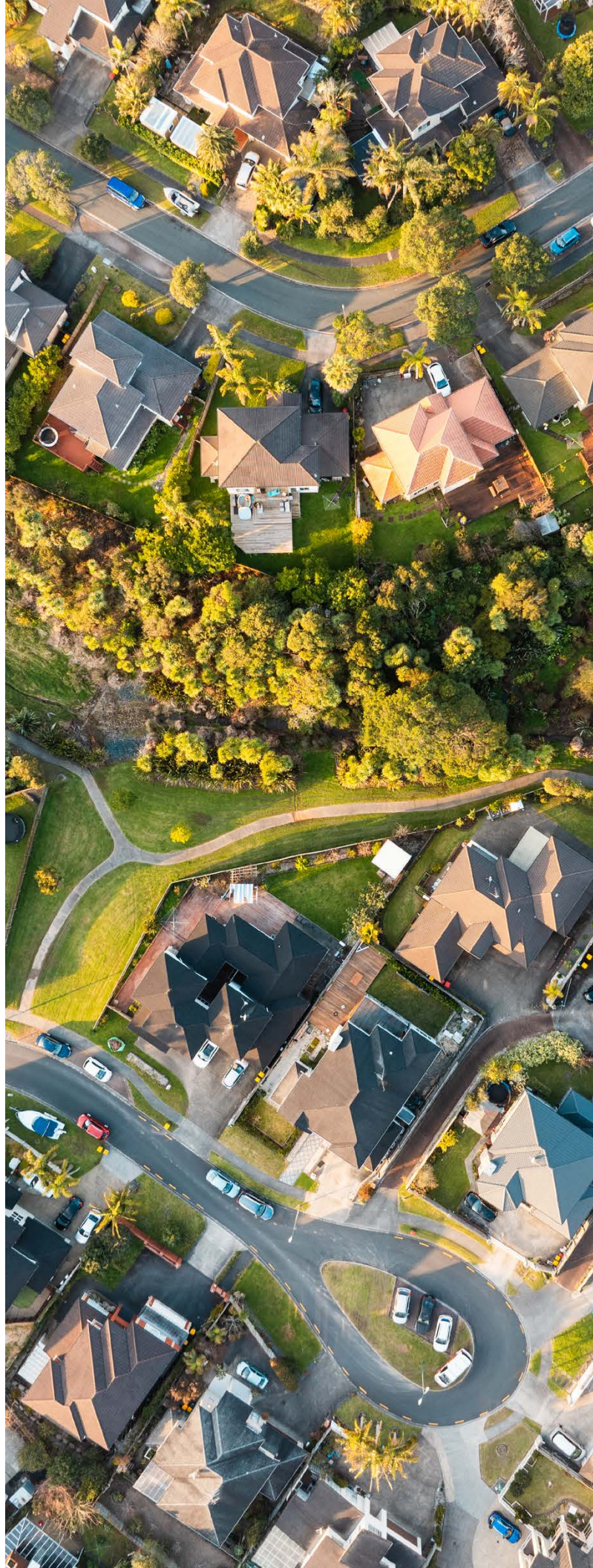
Examples:

- "Expert negotiation for the best price."
- "Personalized service from start to finish."
- "Extensive network to find buyers quickly."

## CREATE A CALL TO ACTION

- Encourage urgency:
- "Call Today for a Free Consultation."
- "Don't Miss Out on Low Interest Rates!"
- "Download Your Free Home Buyer's Guide."

**DON'T DO IT ALONE! Ask us  
about transforming your  
direct mail ideas into winning  
campaigns! 1-888-519-7845**





# OPTIMIZING YOUR OFFER

An irresistible offer can make all the difference in converting mail recipients into clients.

## THE OFFER ITSELF

Examples:

- “Free Home Staging Consultation.”
- “Complimentary Market Analysis.”
- “Discounted Commission for a Limited Time.”

## THE DISCLAIMER

- Include conditions clearly:
- Valid dates for the offer.
- Specific terms (e.g., “For new listings only”).



Gain Inspiration from These Examples:

## TOP HEADLINES

- “Your Key to a Successful Home Sale.”
- “Finding Your Perfect Home, Made Easy.”
- “The Local Experts You Can Trust.”

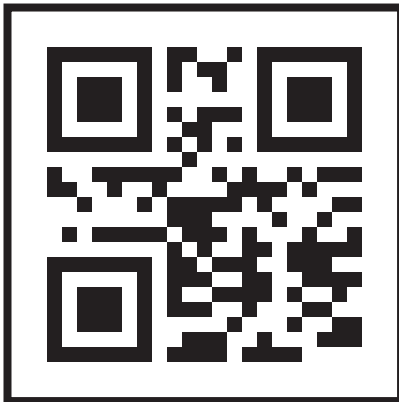
## TOP OFFERS

- “Free Professional Photography for Your Listing.”
- “No Obligation Home Valuation.”
- “Guaranteed Sale Program.”

## USING QR CODES EFFECTIVELY



DO NOT SCAN  
TO WEBSITE



BOOK AN  
APPOINTMENT TODAY



FREE HOME  
EVALUATION



## HELPFUL TIPS

QR codes are a powerful bridge from your physical mail to the digital world, but their effectiveness in real estate direct mail hinges on smart implementation. To maximize engagement, ensure your QR code leads to a **mobile-optimized destination** that offers immediate value, such as a **virtual tour**, exclusive “coming soon” listings, or a direct way to book a home valuation. Crucially, the QR code needs to be **clearly visible and scannable** on your mailer. Always include a clear call to action like “**Scan to Tour This Home!**” or “**Scan for Your Free Home Valuation**” to guide potential clients directly to the information they need, effectively opening a digital door to your services.



# FINDING YOUR IDEAL CLIENTS

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For real estate agents, direct mail offers powerful targeting options, allowing you to reach potential clients with precision.

## TARGETING UPSIZERS

Within the first 15 years of entering the labour force, Canadians tend to transition to new life stages, namely marriage and growing families, that motivate them to seek larger homes. To target these upsizers in Precision Targeter you could select these filters:

- Age range: 25-40
- Household income: \$80,000+
- Marital status: Married, common law

## TARGETING DOWNSIZERS

Many older Canadians experience changing living needs. This includes empty-nesters and snowbirds transitioning to single-level housing and condos or leaving the home ownership market entirely after retirement. You could target downsizers using these Precision Targeter filters:

- Building occupancy: Own
- Building Type: Single Family Homes
- Age range: 55-74



# USING THE RIGHT FREQUENCY

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Generating leads through direct mail can vary in timeframe, with results typically seen within six to twelve months. To maximize effectiveness, it's crucial to maintain a patient and persistent approach. Key factors that influence lead generation include:

- The target audience you're mailing to.
- The attractiveness of your design.
- The timing of your campaign.

Although direct mail can produce immediate responses, its strength lies in consistent, strategic implementation. Consistent mailings within a target area will build brand awareness and foster trust over time.

- Repetition builds trust and brand recognition.
- Recommended frequency: 3-4 weeks for consistent engagement.

Consistent communication builds client trust and ensures brand recall, which fosters confidence in the significant decisions of buying or selling a home.

## **Reinforcing Brand Recall:**

- Real estate transactions can take time. Consistent mailings keep you in front of potential clients.

## **Building Trust and Credibility:**

- Consistent mailings position you as a knowledgeable and reliable expert, building familiarity and trust that encourages recipients to select your services.

## **Encouraging Action Over Time:**

- Potential clients may not respond immediately. Repetition increases the chances of engagement.

## **Supporting Different Client Needs:**

Frequent campaigns can target varied services at different times, such as:

- Just listed/just sold announcements.
- Market updates.
- Open house invitations.

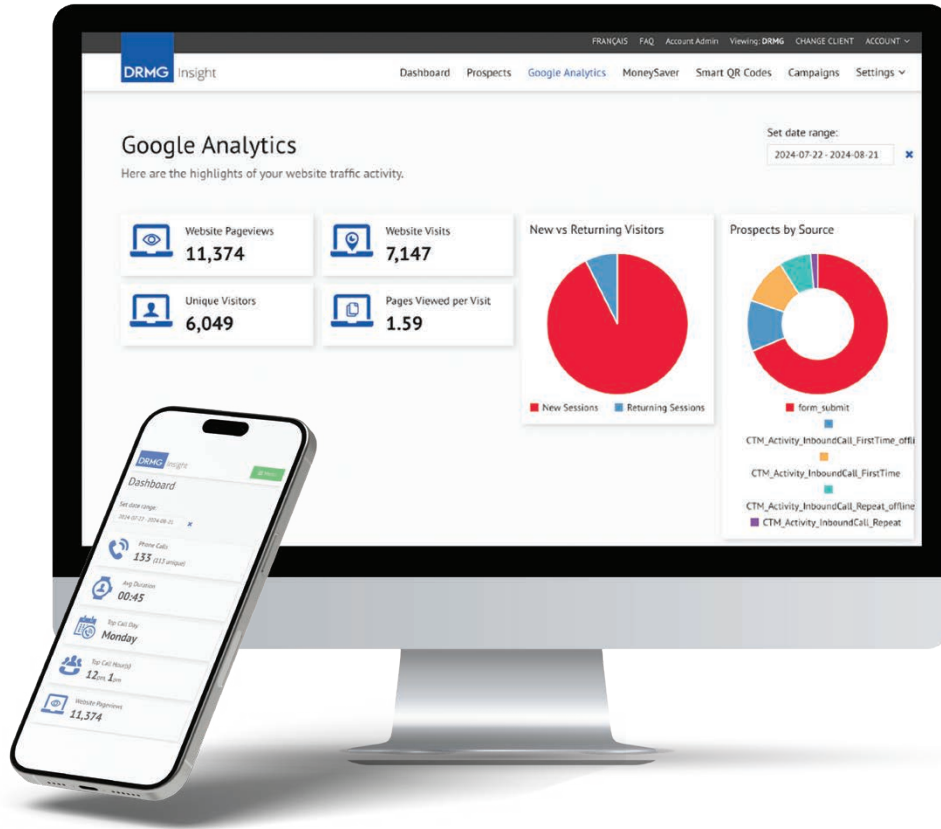
## **Overcoming Client Hesitation:**

Buying or selling a home is a big decision. Consistent communication can help build confidence and trust.





# TRACKING YOUR CAMPAIGNS



Measuring results helps refine your strategy over time.



## SMART QR CODE

Link to anything... engaging mobile experiences with video, chat, digital coupons, etc.



## CALL TRACKING

Unique local or toll-free number on every campaign.



## LEAD CAPTURE

Measure website traffic generated from Direct Mail and capture sales leads.



## INSIGHTS:

1. **Direct Mail Drop Dates:** Track specific mail drop dates and correlate them with performance metrics.
2. **Call Volume Monitoring:** Use call tracking to measure the number and quality of inquiries.
3. **CRM Integration:** Export leads to your CRM for seamless follow-up.
4. **Call Recording:** Record and analyze calls to improve customer service.
5. **Website & Form Submissions:** Collect geo and IP data from landing page interactions.
6. **Lead Quality Assessment:** Flag leads as good or bad, and take notes to optimize campaigns.
7. **One-Touch Callbacks:** Quickly return calls to hot leads from your dashboard.

# CHOOSING YOUR FORMAT

## RECOMMENDED DIRECT MAIL SIZES FOR OPTIMAL RESULTS

### FLAT OPTIONS



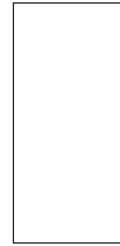
**POSTCARD**

**SIZE** 5.125" x 7.125"



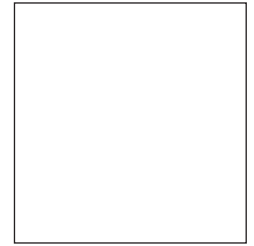
**DELUXE POSTCARD**

5.125" x 9"



**SOLO CARD**

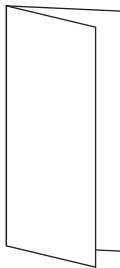
5.125" x 10.875"



**DOUBLE SOLO CARD**

10.25" x 10.875"

### FOLDED OPTIONS

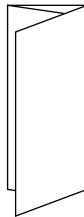


**DOUBLE SOLO CARD**

**SIZE** *finished* 5.125" x 10.875"

**SIZE** *flat* 10.25" x 10.875"

**PANEL WIDTHS** 5.125" | 5.25"

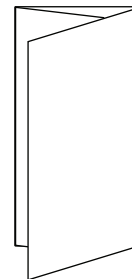


**FLYER 3-PANEL**

3.56" x 8.25"

10.5" x 8.25"

3.375" | 3.5625" | 3.5625"

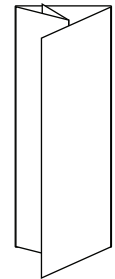


**XL MENU 3-PANEL**

5.625" x 10.75"

16.75" x 10.75"

5.5" | 5.625" | 5.625"

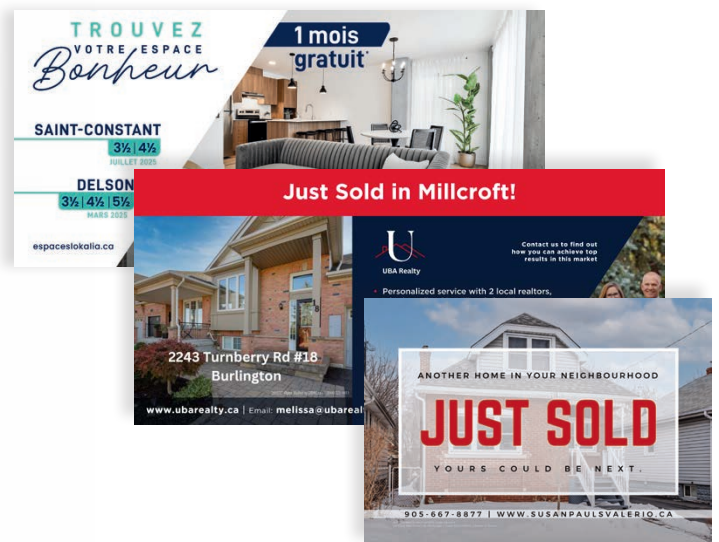


**XL MENU 4-PANEL**

4.25" x 10.75"

16.75" x 10.75"

4.25" | 4.18" | 4.25" | 4.25"





# TRACKING YOUR CAMPAIGNS & EVALUATING YOUR ROI

- Regularly assess the performance of your campaigns:
- Calculate the number of inquiries and new clients acquired.
- Evaluate revenue generated from specific campaigns.
- Use insights to optimize future mailings.



Consult a DRMG  
representative for  
support! 1-888-519-7845







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MORE DETAILS



**Sustainable Partner  
Environment Award**

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**MASTERING DIRECT MAIL**

A Comprehensive Guide to Strategic Planning, Data-Driven Targeting,  
Creative Design, Technological Innovation, and Sustainable Practices

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