

# The Insurance Marketing Department Ltd

## Sales and Marketing guides

Number: 4

Topic: Making mailshots work for you

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Growth is important to any business and everyone will have a preferred way of achieving it. This might involve a combination of increasing sales to existing clients – often called up-selling – and seeking referred leads. But there is also an increasing interest in mailshots, which can also be called cross-selling, when applied to existing clients.

### Different forms of mailing

Cross-selling generally seeks to sell new products to existing clients. Or to be more accurate, it seeks to *introduce* new products to existing clients, because few mailshots are able to generate a completed application form and cheque on their own. In any event, most IFAs would rather retain a personal involvement in the process and undertake a client interview to ascertain that the product promoted is suitable. One should be aware, however, that there are what are known as single stage mailshots, where a fully compliant Category “C” advert is accompanied by a key features document and an execution-only application

form. Similarly, there are also mailshots that seek to reach totally new potential clients, as opposed to those that address existing ones.

This Guide will concentrate on multi-stage, or lead generation techniques. This is because they offer established businesses the most cost effective way of increasing productivity, while also helping to maintain contact with those clients who may not be seen frequently.

### Lead generation

There are two fundamental and interrelated aspects of a lead generation mailing which must be addressed at the outset. Get them right and everything should flow on from there. They are:

- subject matter; and
- list building.

### Picking a topic

The first task is to identify a suitable subject on which to mail your clients. It must be something topical and interesting. For example, there

are times of the year when loans are particularly interesting, such as just after Christmas and, historically, July / August, when new car registrations used to change.

Mortgages are popular all the year round, but particularly in spring and summer.

Similarly, if a new bond or other investment vehicle is launched, this may be of immediate interest to existing clients. One of the good things about a lead generation mailshot is that you can get a message quickly and cheaply to a large number of people whom you might not, otherwise, be intending to see for some time.

Some issues are not quite as topical as others, but this need not be a problem if you can ‘create’ topicality. For example, although using Stakeholder concurrently with a company pension (in addition to an AVC) is limited to those earning less than £30,000 a year, who are not directors, there are still a large number of your clients for whom this might be of interest. The run-up to



**Christmas can be expensive – afterwards clients should think about investments**



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