



DIRECT MAIL, A KEY TO CLIENT RETENTION

Consistent and frequent communication with your clients is the key to building long-lasting relationships. Communications with your clients should be relevant and personalized, which you can leverage through direct mail. According to the *Business Health's Future Ready VIII Report*, firms that contact their clients more than **ten times a year are 287% more profitable** than those that have less frequent contact.

WHY DIRECT MAIL WORKS



Personalized and Memorable

75% of people can recall a brand after receiving a direct mail piece compared to 44% for email.*



Tangible and Longer Shelf-life

The average lifespan is 17 days for direct mail.



Increased Response Rates

Direct mail has an average response rate of 9% compared to .12% for email.*

*Direct Marketing Association

LET'S TALK FINANCIAL WELLNESS®

Why the program works

Deliver consistent, educational information to your valued clients and prospects through a turnkey, automated program. This program helps to promote you (and your team) as the trusted financial professional.



Program Benefits:

- Automated, turnkey direct mail solution with postage savings
- Delivers six personalized direct mail touch points per year
- Multiple versions of content to deliver targeted, relevant information to your clients and prospects
- Increased brand awareness

To learn more about the program visit letstalkfinancialwellness.com/print



or contact us at 800-243-5334, sales@ltmlclientmarketing.com