



# DRIVING BRAND AWARENESS WITH HIGH-IMPACT DIRECT MAIL

**Client:** Regional tech company

**Situation:** The Markey Group collaborated closely with our client to create a multi-touchpoint sales program designed to spark interest and drive meetings.

**Solution:** The campaign centered around a bold and interactive direct mail piece— a branded remote-controlled car—sent to a select list of 100 high-value prospects. The experience unfolded in three strategic steps:

**Direct Mail Teaser:** Prospects received the remote-controlled car along with a personalized note encouraging them to schedule an information meeting to receive the remote control.

**Sales Call Follow-Up:** The sales team reached out to reinforce the message and generate interest.

**Meeting Confirmation:** During the scheduled meeting, the recipient received the remote control, completing the experience and reinforcing the company's value proposition.

## RESULTS

**100 Remote-Control Cars Delivered:** Each prospect received a unique and interactive branded gift.

**20 Sales Meetings Secured:** Achieving a 20% response rate—10X higher than the industry average for direct mail campaigns.

**>100% ROI:** The program exceeded expectations, delivering measurable sales pipeline growth.

**Budget Efficiency:** The entire campaign was executed under budget while providing a lasting and impactful brand impression.

This creative direct mail campaign showcased the power of innovative promotional marketing in driving engagement and sales. By combining a playful, interactive element with a well-coordinated follow-up strategy, the company successfully captured the attention of key prospects and turned conversations into opportunities.

Looking to make your next sales outreach unforgettable? Let's craft a campaign that drives results!

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