

# Direct mail for SDRs:

How to break through to prospects using gifting





Prospecting is a tough gig. According to HubSpot, it's the [hardest part of the sales process](#), and digital noise is to blame.

Put yourself in your prospects' shoes. If you're receiving [over 100 emails per day](#) on average, and are inundated with phone calls and LinkedIn requests, wouldn't you ignore them all too?

But there are alternative ways to engage key decision makers. Enter direct mail, the channel that can help you to break through to prospects in a meaningful way. For SDRs who want to boost their pipeline, it's time to embrace gifting.

In this playbook, we'll explore how to create a direct mail strategy using our R.E.A.C.H framework, and talk you through how to bring your strategy to life using various plays. So, if you want to know who to send to and how to send, then this is the guide you need to read.

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# Why should SDRs choose direct mail?



# How to create a direct mail sending strategy

Having a sound strategy is a must before beginning any major project, and our R.E.A.C.H framework is designed to help you kick things off. Here are the five steps SDRs need to consider before sending:



## Results

Agree on what matters and then measure for success. Direct mail can be used as part of an “always on” strategy as well as at “campaign level” for one-off plays. Once you’ve decided how you’ll use direct mail to supplement your prospecting efforts, it’s important to track results in your CRM or Sales engagement platform.

Let’s face it, when it comes to prospecting you want to book more meetings with the right people. But there are many other ways in which direct mail can help SDRs.

Here are some goals direct mail and gifting can help you hit:

- Re-engage prospects that have gone MIA and are hard to get hold of
- Open more doors with senior decision makers
- Reduce drop-off before discovery calls
- Follow up after events and webinars
- Increase email response rates
- Reach multiple individuals in your Tier 1 ABM accounts
- Multi-thread accounts
- Re-engage closed lost deals
- Boost event and webinar attendance
- Create a memorable moment that matters

# How to create a direct mail sending strategy *continued*

## Experience

Direct mail leaves a lasting impression, so make it count. Your prospects are busy, so stimulate their imagination. Remember that it's not just about sending a gift, it's about creating an experience that a prospect will remember - you'll get the best response from prospects when you send them an unexpected gift.

To surprise and delight prospects, send items they would use day-to-day around the office, like reusable coffee cups or chargers. Consider personalizing gifts to pack a bigger punch!

## Audience

Think about who you're sending to and what they care about. If you sell to multiple industries and personas, you might need to make some tweaks so you speak to each prospect using their language. Remember that the best gifts are personalized and tailored to your prospect.

If your prospect feels you can relate to their pain points whilst communicating what your product or service does and how it can help them, then you're onto a winner. Ask yourself "will my prospect understand the problem we solve and why I'm getting in touch?"

# How to create a direct mail sending strategy *continued*

## Clear CTAs

The best emails and phone calls have clear next steps. The same applies to direct mail and gifting. Make it easy for your prospect to take the next step by asking yourself “Does my prospect clearly understand the next step?” CTAs will differ depending on the results you’re looking to achieve.

Here are a few examples of clear CTAs:

- **If this is of interest please contact me on *[insert contact details]***
- **I’ll follow up shortly via email to see if this might be a good fit for you**
- **Visit this URL to save your spot: [www.reachdesk.com/webinar](http://www.reachdesk.com/webinar)**
- **Look out for an email from me with a video with more details**
- **I will give you a quick call so we can discuss this further**

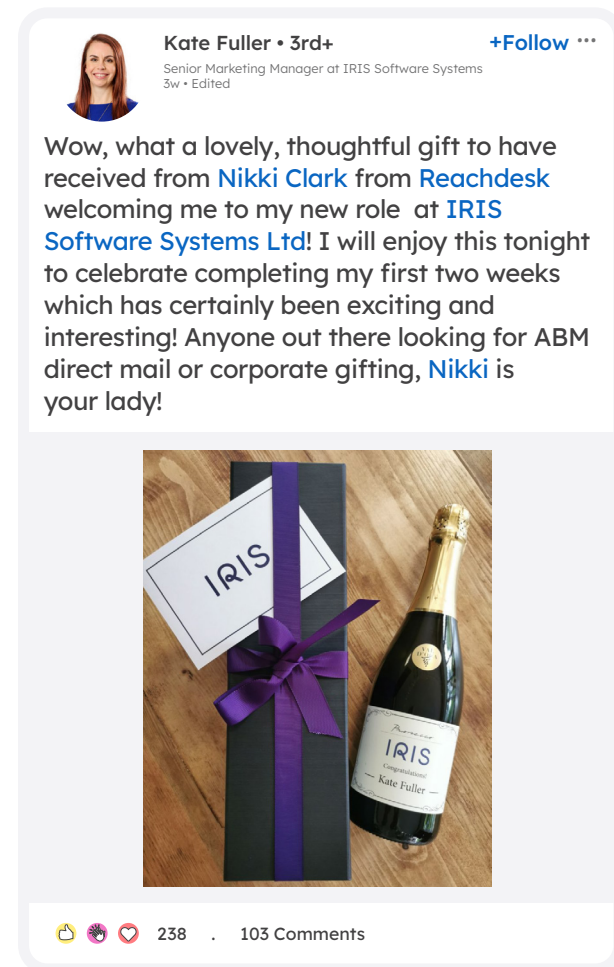
# How to create a direct mail sending strategy *continued*

## Humanize

Your prospects are humans, not leads, so treat them like people. Identify the moments that matter in your prospects' personal and professional lives and help them celebrate with a suitable gift.

Sales triggers can include:

- A job change or a promotion
- New funding at a prospect's company
- A new c-suite member being hired
- A merger or acquisition being announced
- Birthdays or work anniversaries





# Direct mail tips for SDRs

Here's some direct mail advice from [Trevor Martin](#), CEO of Noms Bake Shop, a gourmet gifting company that specializes in gift boxes customized with your logo or branding that make for excellent client appreciation and prospecting gifts.



## Be sure when your gifts will arrive

Be mindful of deliveries scheduled to arrive on the weekend at a corporate address. Some small and midsize businesses utilize lock boxes for weekend package deliveries, and sometimes these aren't frequently checked, making it difficult to time appropriate follow up.

## Collect all the information you need before sending

If you don't use a sending platform with [address confirmation](#) or use 3rd party data, make sure you have the correct address data for physical sends and the email data for eGift sends.

## Think ahead

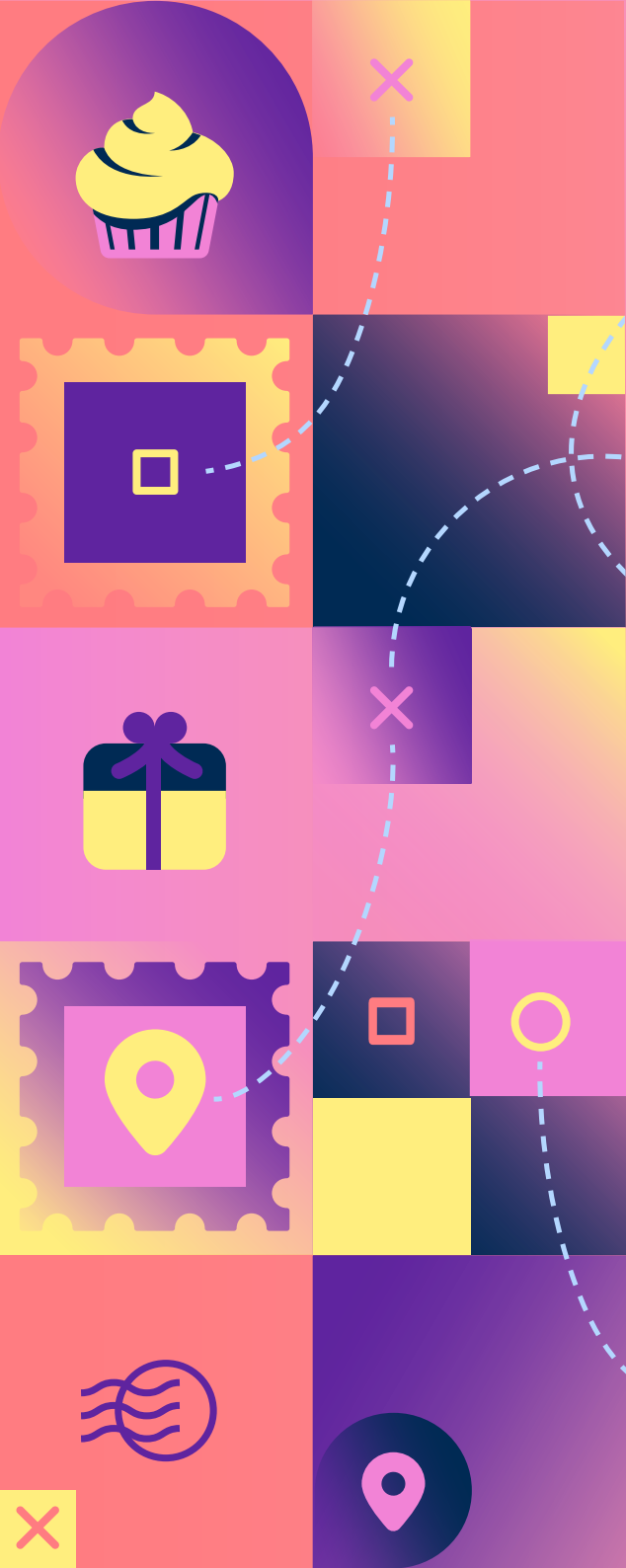
It's critical to know how long shipping takes so you can prepare your follow up.

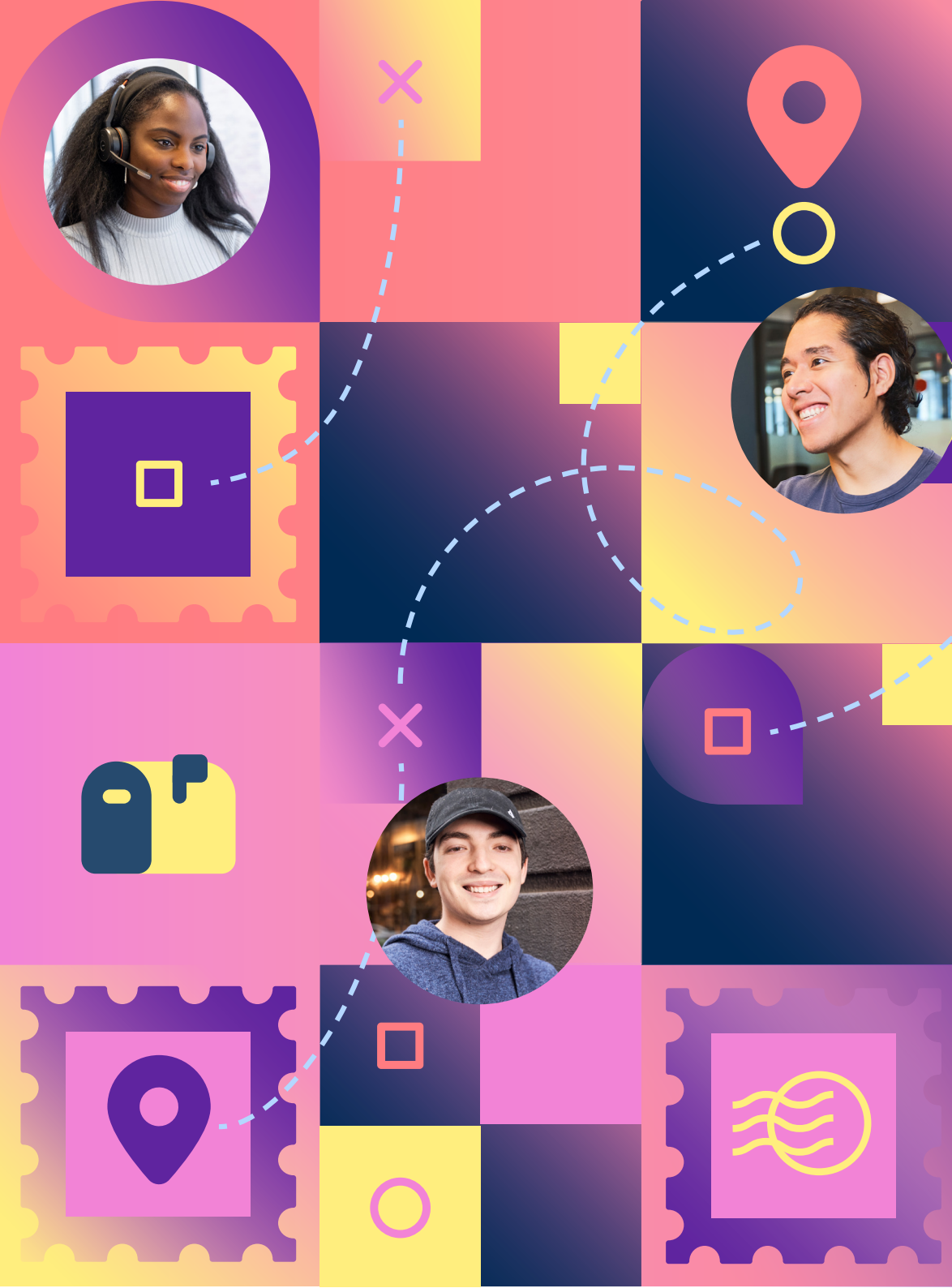
## Embrace automation

Think about using a service such as Reachdesk that sends you an automated email trigger when your gift has arrived.

## Get personal

Remember to include your contact information if the recipient doesn't know you by first name (ie top of the funnel prospecting). First name, last name, email, and phone number are best. If your vendor allows you to include your business card in the gift before it's sent out, this is also a good option.





# How SDRs can send direct mail

If you've been manually packing boxes, handwriting notes, standing in the queue at the post office, and guessing when items will land, then we've got some good news for you! With a gifting platform like Reachdesk, you can win back your time and gain visibility over your pipeline, so you can focus on what's important - converting prospects into customers!

If you're managing a team of sales development reps you can enable them by providing a clear view of budgets as well as out-of-the-box templates. There are 4 ways to send on a 1-to-1 basis for maximum results.

# How SDRs can send direct mail

## Digital gifting

With thousands of providers to choose from globally, eGift card links can be generated and inserted into Gmail, Outlook, Outreach, SalesLoft, LinkedIn Inmails, and many other direct messaging systems. This gives you consistency and allows you to send digital gifts like coffee and Deliveroo vouchers via any channel of your choice.

Alternatively, you can send from a native sending email address using more marketing led creative with custom imagery rather than generating unique links. You can monitor opens, clicks, and claims on eGifts as this will determine your follow up message.

## Office drops

Finding a gift on your desk has to be one of the best surprises there is! Office address data is publicly available and easy to get hold of, so sending to businesses can help you to break through the noise. It can also be a great way to bypass or reward the gatekeeper if there is one.

## Landing page sends

These days, hybrid working is the norm, and generating pipeline in a remote working environment requires some creativity. You can create beautiful custom gifting landing pages and include meeting booking links, content, video and much more. It's never been easier to thank prospects for giving you their time with a small treat. Their personal data doesn't even have to enter your CRM.

## Address confirmation

We don't always know where prospects are located. If you've built a relationship with a potential customer then sending them something on their terms can be the difference between a Yes and a No. A simple email with a link for them to confirm their address allows you to send anything to anyone anywhere.

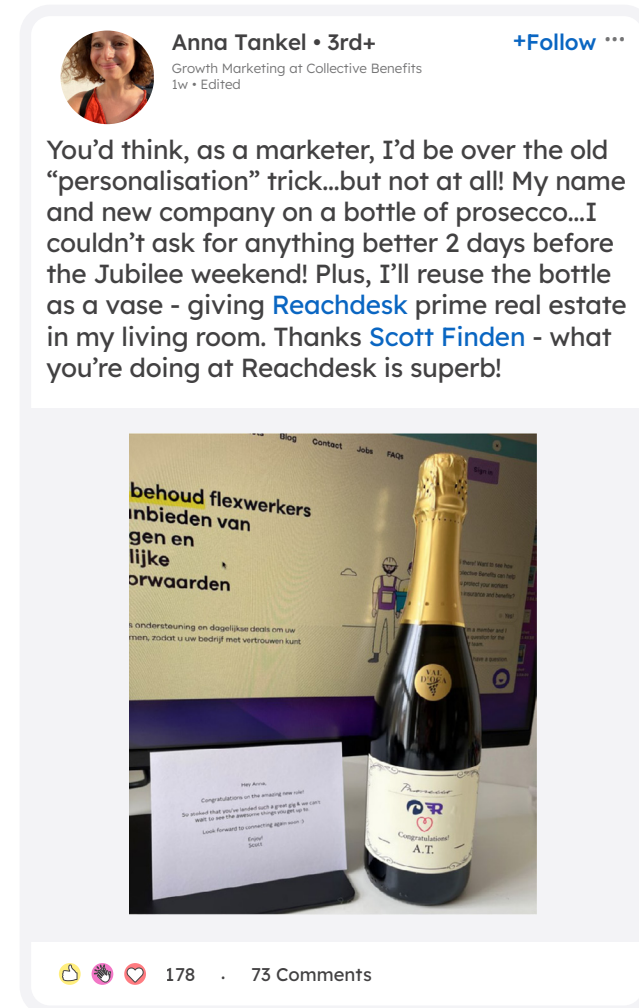
# Direct mail plays for SDRs

Now you have your sending strategy, it's time for the fun part. Here some example plays to inspire SDRs to break through to prospects and build long lasting relationships:

## Play 1


### Job change gift

The easy option is to congratulate them on LinkedIn and then ask for a meeting. Go above and beyond and surprise and delight your prospect with a personalized bottle of champagne. Then ask for the meeting.



**Anna Tankel** • 3rd+ +Follow ...  
Growth Marketing at Collective Benefits  
1w • Edited

You'd think, as a marketer, I'd be over the old "personalisation" trick...but not at all! My name and new company on a bottle of prosecco...I couldn't ask for anything better 2 days before the Jubilee weekend! Plus, I'll reuse the bottle as a vase - giving [Reachdesk](#) prime real estate in my living room. Thanks [Scott Finden](#) - what you're doing at Reachdesk is superb!



178 · 73 Comments

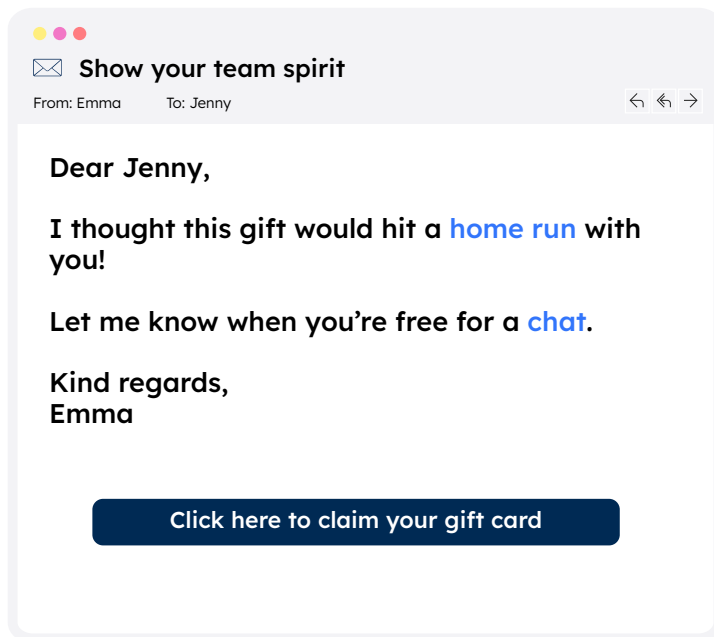
# Direct mail plays for SDRs

## continued

### Play 2

## Personalized digital gifts

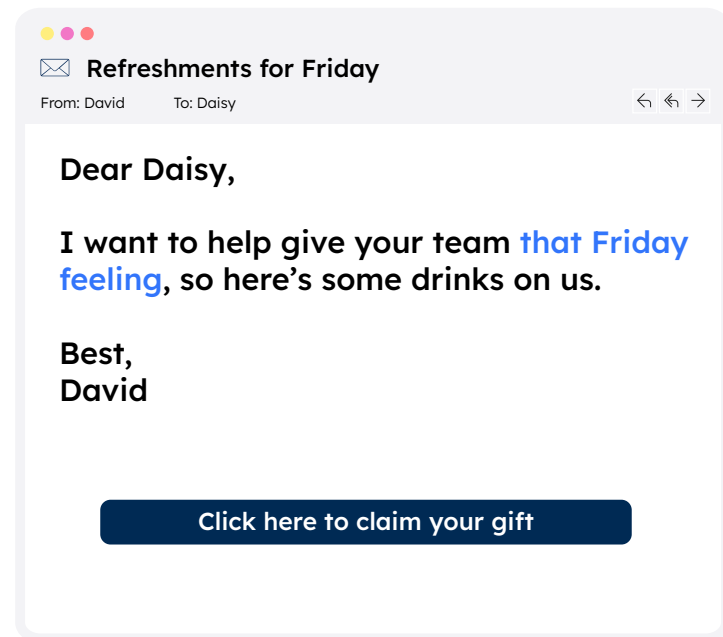
Personal moments matter. If you know your prospect is a New York Yankees fan, you can surprise them with an Amazon eGift card with a link to this season's new jersey you've chosen. Go the extra mile and screengrab the gift and paste it into the body of the email you sent.



### Play 3

## Treat the team

Making calls and sending prospecting emails on a Friday afternoon can be wasted effort. Prospects are still trying to keep their team motivated on a Friday. Make them a hero by giving the gift of Friday drinks to their team.



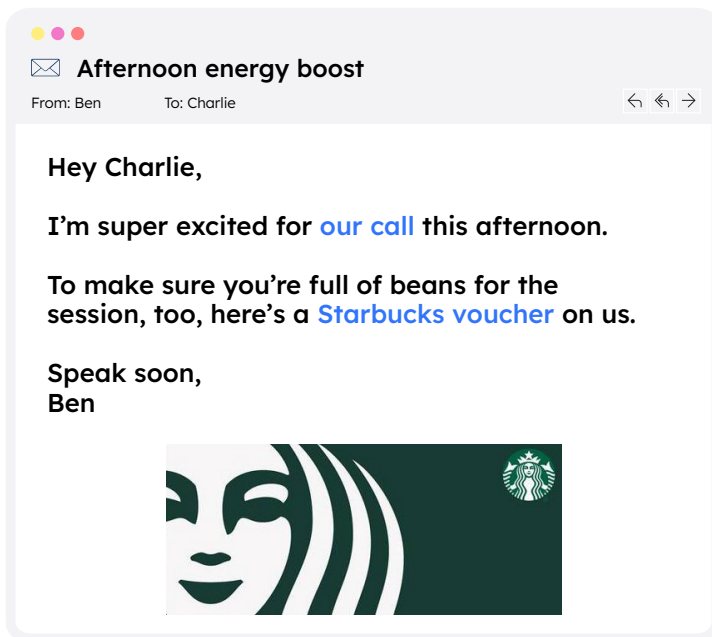
# Direct mail plays for SDRs

## continued

### Play 4

## Discovery & demo drop off

We're all busy but nobody likes a no-show. Reduce those drop-offs by sending a digital Starbucks or Dunkin' Donuts coffee 2 hours before a call. Include the purpose of the call and an agenda if it's been pre-booked. Offer them the chance to donate to charity if they'd rather forgo the caffeine.



### Play 5

## A cure against ghosting

Prospects often indicate they are interested but are too busy to commit. Send a box of chocolate ghosts plus a note asking for the meeting from a prospect who just can't seem to commit. Maybe include your meeting link or a QR code that links to your calendar to make life easy for them.





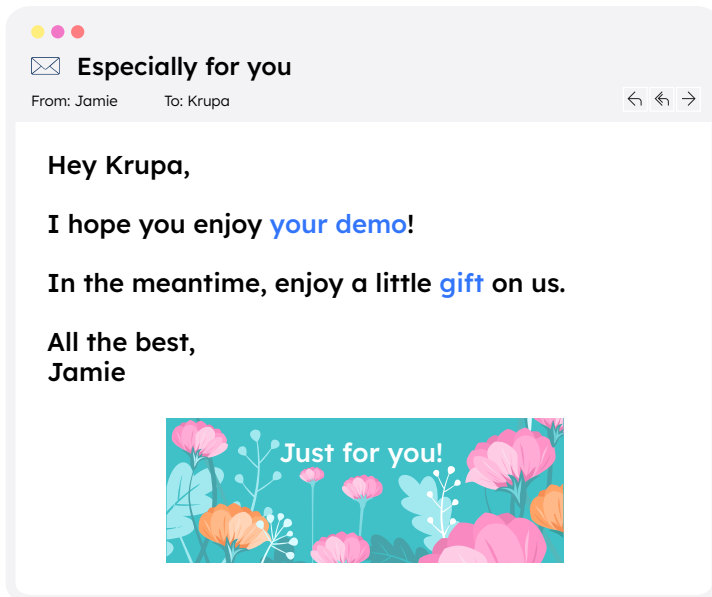
# Direct mail plays for SDRs

## continued

### Play 6

## Vidyard virtual gift

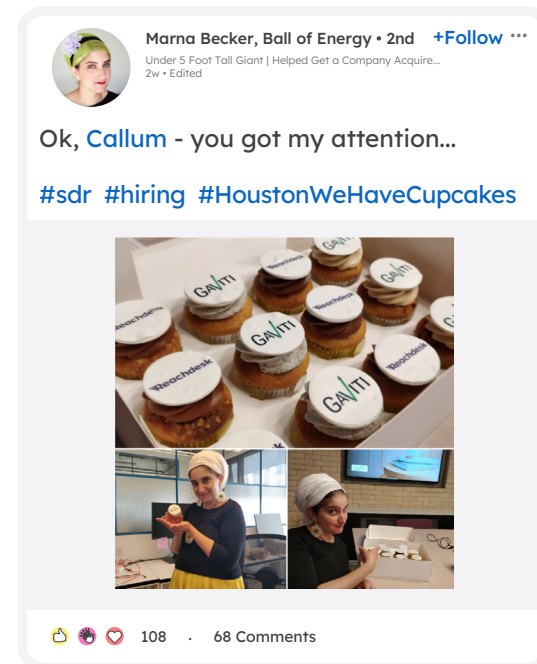
If you use Vidyard or a similar tool for prospecting, you can create some powerful moments using your prospect's LinkedIn as well as by demoing your product. While your prospect views the video, give them something to spend on themselves virtually. They'll thank you for taking care of their next Uber ride when it's raining.



### Play 7

## Social sell

Is it getting harder to convert prospects via LinkedIn? Connect with a prospect on LinkedIn and send a voice note or video message offering to buy them a virtual lunch to discuss your value proposition. Once they respond positively, you can send a digital gift along with a time to speak.



# Direct mail plays for SDRs

## continued

### Play 8

## The unity play

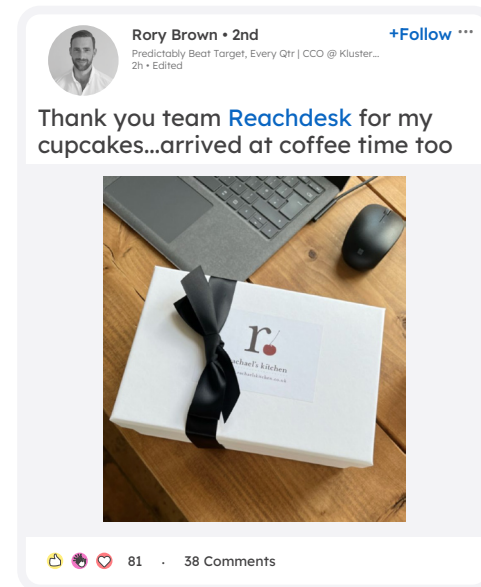
Trying to get multiple decision makers together? Deliver a treasure chest full of gifts with a combination lock. The code is sent to 3 separate decision makers who can unlock it when they come together. Perfect for ABM programs.



### Play 9

## Seasonal sells

Seasonal campaigns can be a great excuse for a large direct mail initiative. Choose your top priority prospects and carefully craft clever messaging alongside your marketing team to break into key accounts. If your product helps with efficiency and saves time it might just be a box of branded cookies that helps take a “bite” out of their week and allows them to do the tasks that matter.





# Direct mail plays for SDRs

## continued

### Play 10

## Re-engage like a boss

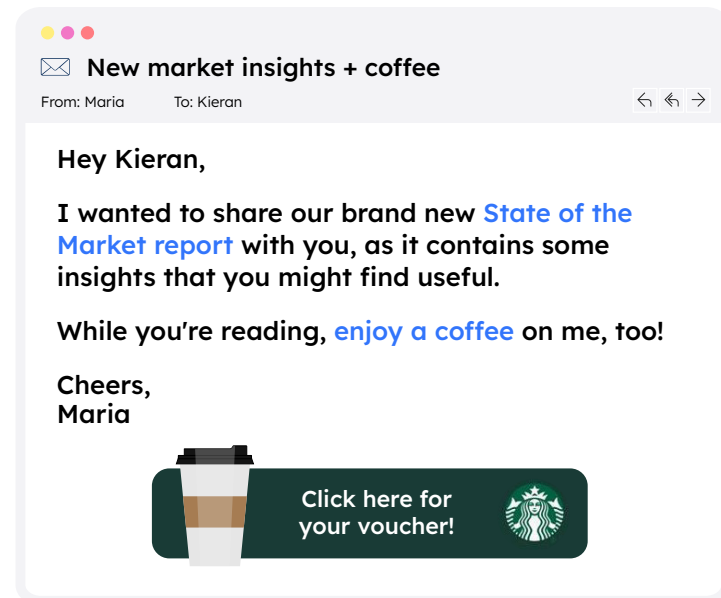
Cold emails and calls can end up with the dreaded “Get in touch in 3 months, please”. Send a simple handwritten note to a prospect who has asked you to get in touch later on down the line. They’ve probably been prospected by 100s of other reps, so try to stand out from the crowd.



### Play 11

## Content drops

Some companies don't allow gifts or have a threshold above which they can't accept. Drop high-value content on your prospect's desk along with something low value to enjoy while reading it. We all enjoy a break with a KitKat and the latest annual report. Equally a message in a bottle often does the trick.



# Direct mail plays for SDRs

## continued

### Play 12

## Take down the competition

Looking for a new way to displace the incumbent? Takedown campaigns work a treat, particularly if your gift box contains real treats. Work with your marketing team to devise creative analogies. Is integrating your software a piece of cake?



### Play 13

## Cross-sell sends

Prospecting existing customers can seem straightforward, but they don't always respond to email. Expanding those accounts can be done by using social proof and context on how existing customers use your product or service. Sending swag and physical case studies often work nicely.



# Direct mail plays for SDRs

## *continued*

### **Play 14**

## The multi-drop

Sometimes it takes a few attempts to get C-level prospects to respond. A multi-drop campaign can involve a combination of physical and digital touchpoints. Start with a simple note to pique their interest followed by a higher impact and contextually relevant gift and then an eGift offering times to speak. Mic drop, please.



### **Play 15**

## Funding

If you sell to high-growth businesses that receive a considerable amount of funding, you might be on the money. This is a big moment so treat your prospect like gold and congratulate them on their achievement. Chocolate coins with a desk plant to support their “growth” might help your message cut through.



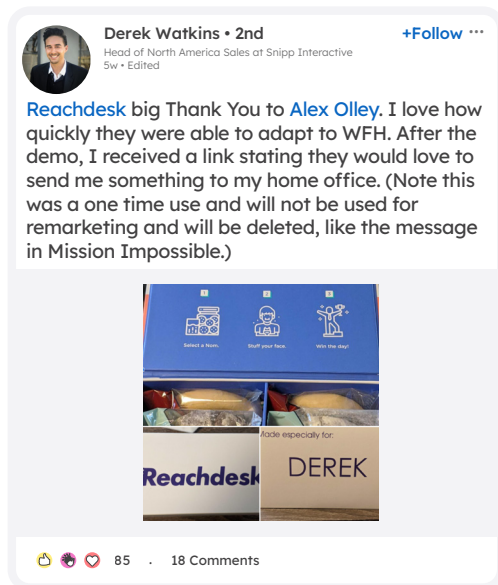
# Direct mail plays for SDRs

## continued

### Play 16

## Remote working game changer

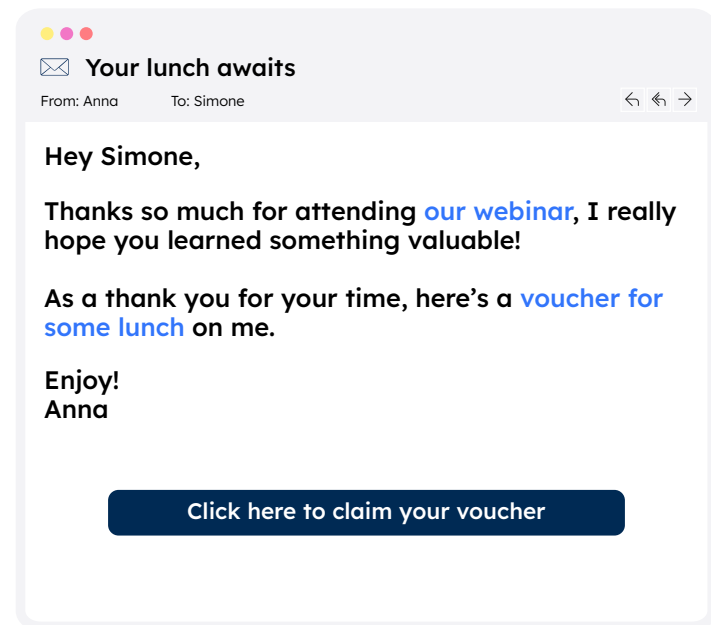
Some of your prospects might work completely remotely. The key to success is changing the way someone feels. Send over a custom landing page link giving your prospects a bundle sent to their front door to make working from home great. Home workout fitness kits or something for the kids work well, too.



### Play 17

## Creative webinar follow ups

Converting webinar attendees into opportunities can be a tricky game. Send a lunch and learn voucher after your prospect has attended a webinar with Uber Eats and a link to book a lunch and learn session with a specialist.



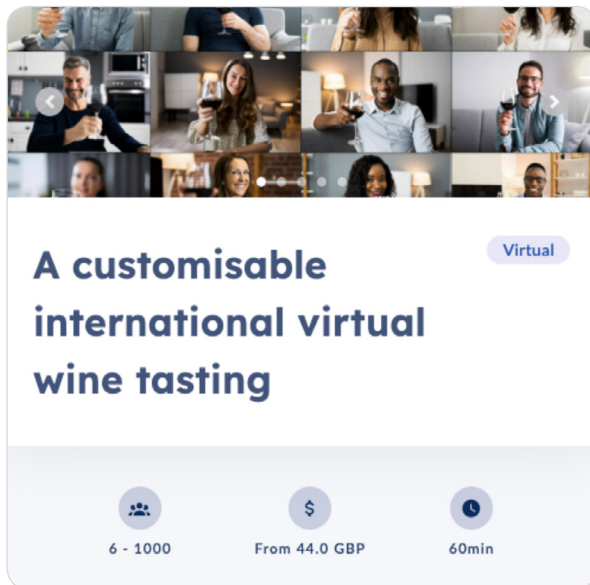
# Direct mail plays for SDRs

## *continued*

### **Play 18**

## Wine and dine and Zoom

Ever been to a virtual wine tasting? It's possible to send wine tasting kits directly to your prospect using address confirmation technology. It's even possible to get virtual sommeliers to host it.



The image shows a screenshot of a virtual wine tasting advertisement. At the top, there is a grid of 12 small video thumbnails showing various people holding wine glasses. Below the grid, the text reads "A customisable international virtual wine tasting" in a bold, dark blue font. To the right of this text is a small blue pill-shaped button with the word "Virtual" in white. At the bottom of the advertisement, there are three circular icons: a group of people icon, a dollar sign icon, and a clock icon. Below these icons are the following details: "6 - 1000", "From 44.0 GBP", and "60min".

# How to craft the perfect message

Personalizing direct mail messages with your prospect's first name increases response rates by

# 135%


Therefore, one of the biggest mistakes you can make is to write a generic one-size-fits-all message.

**A touch of magic for you**  
From: Emily To: Will

Dear Albus...I mean Will!

Bit late to the party I know but just saw the fabulous Dumbledore costume you wore a couple of months ago. You clearly have a knack for the creative

Although I don't think the costume is complete without your own Wand! Dumbledore used the Elder wand so now you can [get your own with this amazon voucher](#) (or for the kids)...Suggestion below...



The Noble Collection Harry Potter Professor Dumbledore PVC 30cm Wand Replica & Bookmark Noble Nn6322, Multicoloured

Visit the The Noble Collection Store  
★★★★☆ 894 ratings

**Save 13%** Lowest price in 30 days  
Was: \$22.99 Details  
Price: **\$19.99**  
You Save: \$3.00 (13%)

Thank you for being a Prime member. Get a \$100 Gift Card: Pay \$0.00 upon approval for the Amazon Prime Rewards Visa Card. No annual fee.  
Eligible for [amazon smile](#) donation.

With everyone turning to digital, curious to know how you're creating magical experiences with key contacts to raise brand awareness and drive pipeline!

Using Reachdesk you're able to cut through the muggle noise and create engaging relationships by sending to anyone, anything, anywhere! For some inspiration [check out these exciting ideas](#) which can all be sent & tracked from within your CRM.

Best,  
Emily

# Follow these steps to craft the perfect message:

- 1. Subject line!** - Make it PERSONAL. You want 3-5 words at most. Emily here opted for “Wingardium LevioSAR!” because she was then going on to reference the research she’d done on her prospect. It’s a great hook, but do as Emily does and make sure it’s relevant.
- 2. First sentence** - use it to show you’re not just blasting out another email to a blank face. You’ve gone to the effort to find out who they are! If you want them to care about your product, you need to care about them first.
- 3. “You clearly have a knack for the creative”** - a little compliment, ties into your first sentence, and starts leading into a soft pitch. You should be linking here to what you and your product can help with.
- 4. Be! Specific! With! Your! Gift!** Here, Emily has suggested a wand from Amazon, continuing to tie into the theme she opened with.
- 5. Now’s your moment:** just after the gift, address the challenge your prospect’s persona is facing and ask a question! Bonus points for keeping it in the theme. “Creating magical experiences” speaks to the recipient’s role.
- 6. Last but not least, share how you can help.** Keep it short, sweet and to the point. Remember, your prospects don’t have all day.



# Snappy one-liners to get SDRs started

Getting the gift right is only half the battle. Often it's the message that is the difference between epic and epic fail. One-liners paired with a gift as part of a wider campaign strategy show creativity and help your chances of getting a meeting.

Here are some examples of one liners to help you get your message out to prospects:

“Installing [*insert your tool name here*] is a piece of cake. We'd go well together.”

Send cupcakes with your logo and the target account logo printed on top

“Is there a hole in your marketing strategy?”

Send branded ring donuts along with a case study on how you helped XYZ company

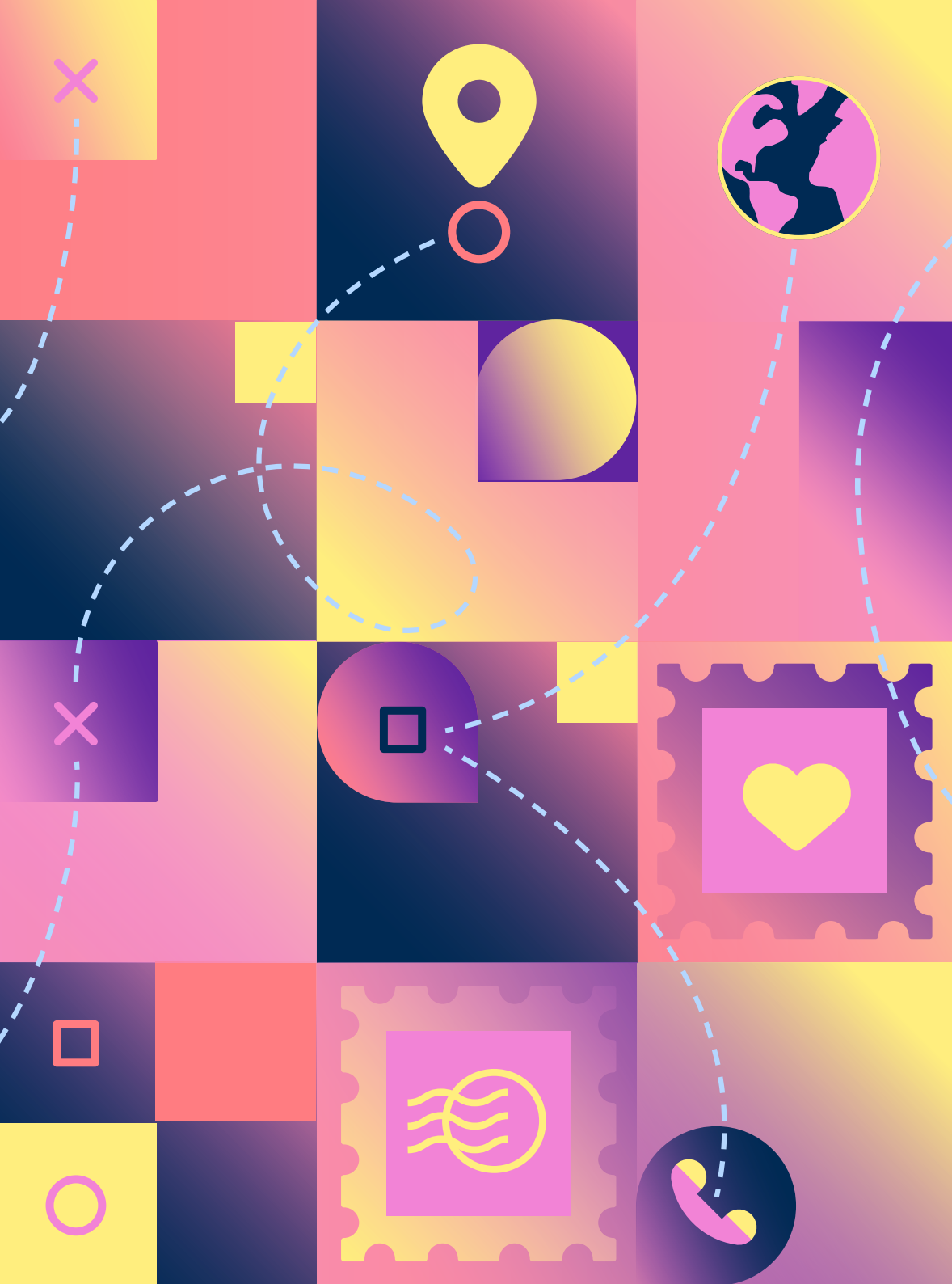
“Take a bite out of your pipeline generation efforts.”

Send custom boxes of cookies with your prospect's name and logo on them

“Are you leaving money on the table?”

Send chocolate coins in a branded box with a video brochure





# How to follow up like a pro

Direct mail and gifting needs to be treated as part of a holistic approach to prospecting. We recommend following up on all direct mail and gift sends within 24 hours of an item arriving. 48 hours is the absolute maximum. As soon as an item lands, this is your chance to break through in a meaningful way.

See the dos and don'ts of following up with prospects on the next page.

# Dos and Don'ts of following up with prospects

## Do

### ✓ Automate

Set up alerts and tasks in your CRM or sales engagement platform that allow you to follow up in a timely manner.

### ✓ Refer to the item sent

Develop your message around the direct mail send for a continuous narrative surrounding the messaging.

### ✓ Start by calling

Double dial and leave a voicemail if the prospect doesn't answer the second time.

### ✓ Be persistent

Design multi-channel follow ups. Perhaps even consider drip feeding direct mail sends that build on one another.

### ✓ Use video

Offline communications combined with video are a dynamic duo that have a lasting effect on prospects.

## Don't

### ✗ Follow up immediately

We recommend two hours after an item has been delivered in case your prospect has been in meetings or on long calls.

### ✗ Ask what they thought

This creates an impression that you're expecting something in return.

### ✗ Just call

Use email, LinkedIn and other channels to follow up.

### ✗ Expect a response from everyone

It might be the highest performing channel but may not warrant a response from every recipient.

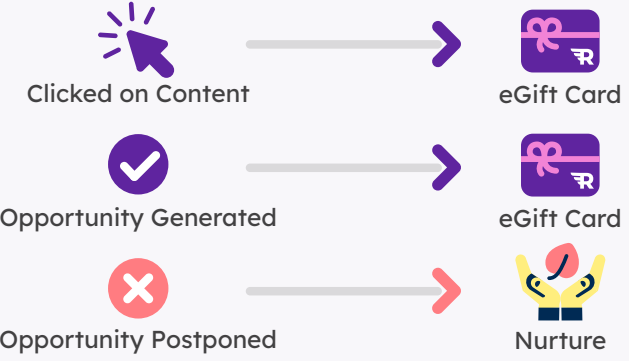
### ✗ Forget the CTA

This is your chance to "ask". State the reason why you're getting in touch and create a clear call to action for the next steps.



# High Intent Top Accounts

**Workflow key:**  
 The workflows in the grey box represent the outcome of the SDRs prospecting efforts and the types of gifts that could be given as a result of the action taken by a prospect.



S	M	T	W	T	F	S
	<b>DAY 1</b>  <b>Reachdesk</b> Make an impact campaign	<b>DAY 2</b>  <b>Social</b> Follow/Connect on LinkedIn <b>Phone</b> Follow up call <b>Email</b> Intro email		<b>DAY 4</b>  <b>Phone</b> Cold call   <b>Email</b> Email bump		
		<b>DAY 7</b>  <b>Phone</b> DM follow-up	<b>DAY 8</b>  <b>Social</b> Comment on post or tag	<b>DAY 10</b>  <b>Email</b> Case study		
	<b>DAY 11</b>  <b>Reachdesk</b> Handwritten note				<b>DAY 15</b>  <b>Phone</b> DM follow-up	
		<b>DAY 17</b>  <b>Phone</b> Cold call	<b>DAY 18</b>  <b>Email</b> Industry Knowledge	<b>DAY 20</b>  <b>Social</b> InMail		
		<b>DAY 22</b>  <b>Phone</b> Cold call	<b>DAY 23</b>  <b>Phone</b> Cold call	<b>DAY 25</b>  <b>Break-up</b> Email		


# Cold

**Workflow key:**

The workflows in the grey box represent the outcome of the SDRs prospecting efforts and the types of gifts that could be given as a result of the action taken by a prospect.


















▼

 Opportunity Generated

 eGift Card

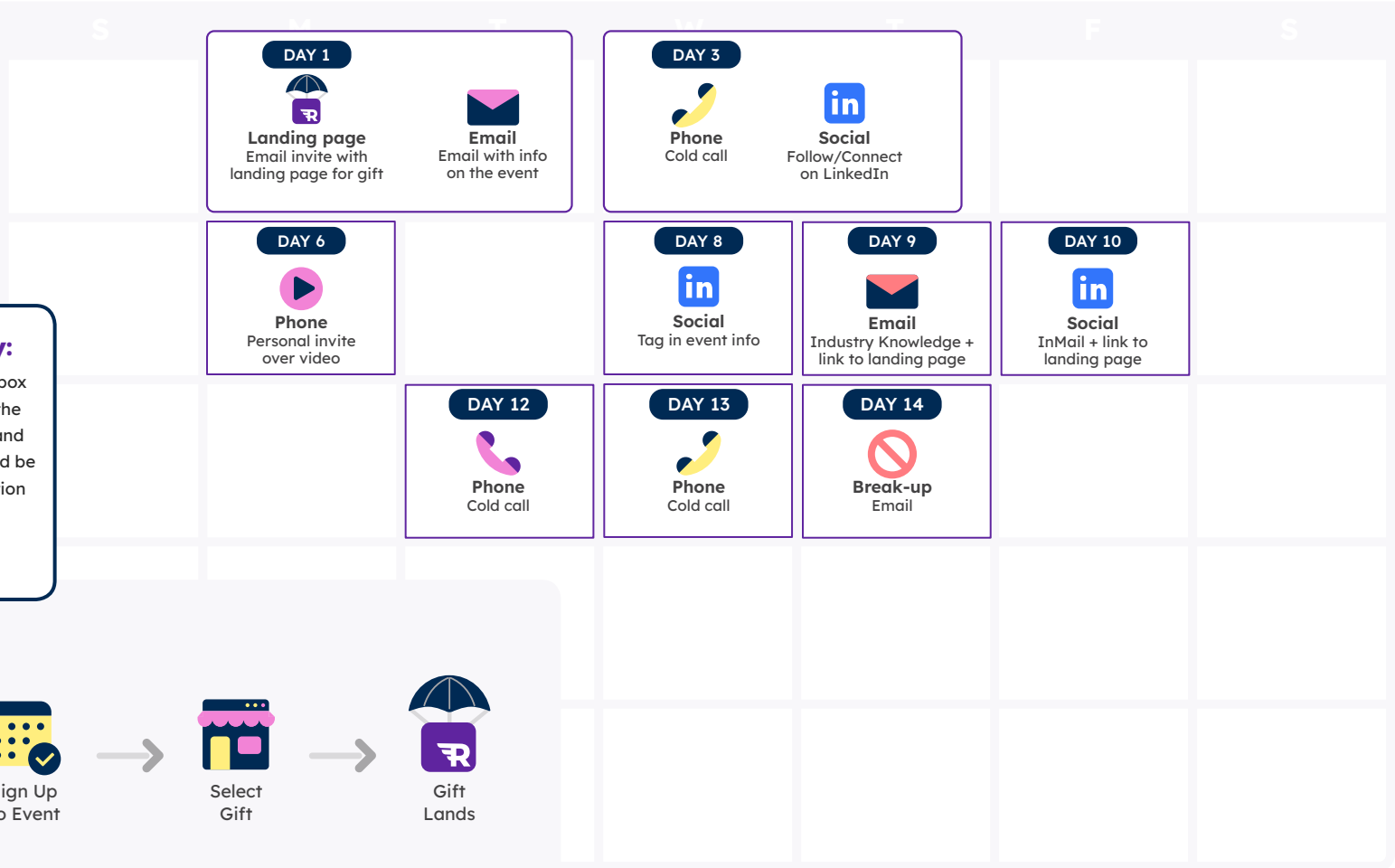
 Opportunity Postponed

 Nurture

S	T	W	F	S
	<b>DAY 1</b>  <b>Email</b> Personalized email + hook  <b>Social</b> Follow/Connect on LinkedIn	<b>DAY 2</b>  <b>Phone</b> Cold call	<b>DAY 3</b>  <b>Email</b> Email bump	<b>DAY 4</b>  <b>Phone</b> Cold call  <b>Email</b> Make an impact campaign Alexa/Siri/Home
	<b>DAY 7</b>  <b>Phone</b> DM follow-up	<b>DAY 8</b>  <b>Social</b> Comment on post or tag	<b>DAY 10</b>  <b>Email</b> Case study	<b>DAY 15</b>  <b>Phone</b> DM follow-up
	<b>DAY 11</b>  <b>Reachdesk</b> Handwritten note	<b>DAY 17</b>  <b>Phone</b> Cold call	<b>DAY 18</b>  <b>Email</b> Industry Knowledge	<b>DAY 20</b>  <b>Social</b> InMail
	<b>DAY 22</b>  <b>Phone</b> Cold call	<b>DAY 23</b>  <b>Phone</b> Cold call	<b>DAY 25</b>  <b>Break-up</b> Email	

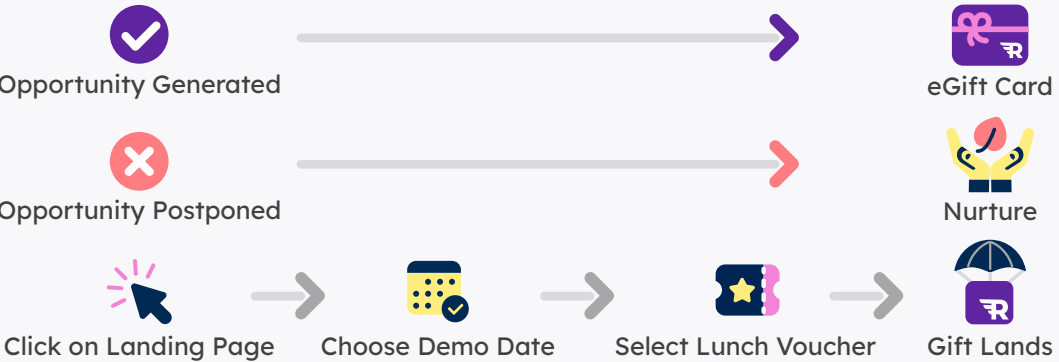
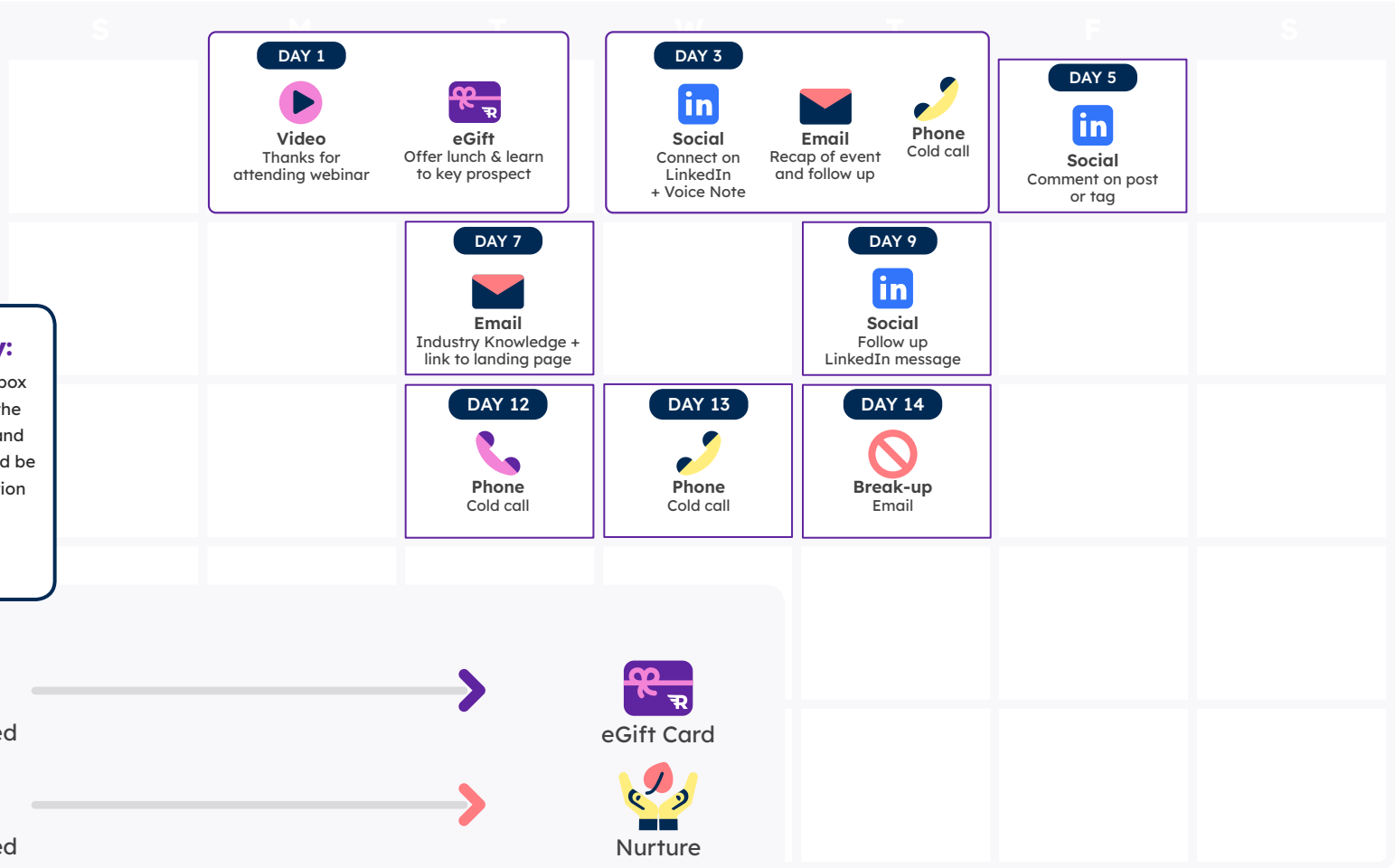
# Pre-online event for VIPs

**Workflow key:**  
 The workflows in the grey box represent the outcome of the SDRs prospecting efforts and the types of gifts that could be given as a result of the action taken by a prospect.






# Post-event/webinar

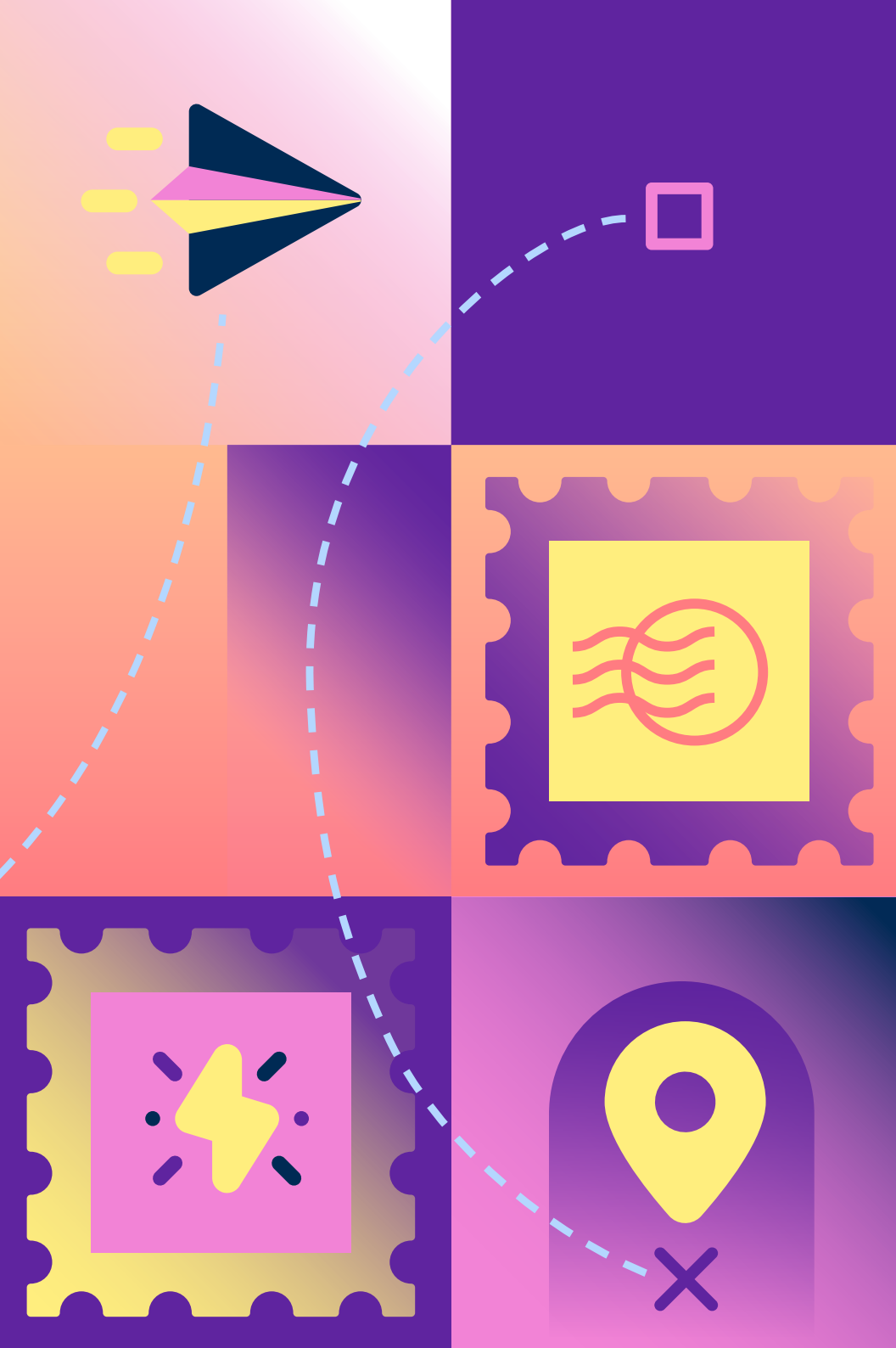
**Workflow key:**  
 The workflows in the grey box represent the outcome of the SDRs prospecting efforts and the types of gifts that could be given as a result of the action taken by a prospect.



# LinkedIn social selling

S	W	T	F	S
	<p><b>DAY 1</b></p> <div style="display: flex; justify-content: space-around;"> <div style="text-align: center;">   <b>Social</b>                      LinkedIn connection approved                 </div> <div style="text-align: center;">   <b>Video</b>                      45 second video outreach                 </div> <div style="text-align: center;">   <b>eGift</b>                      Personalized gift send via generator via LinkedIn                 </div> </div>			
		<p><b>DAY 3</b></p> <div style="text-align: center;">   <b>Email</b>                      Introduction email                 </div>		<p><b>DAY 5</b></p> <div style="text-align: center;">   <b>Social Sell</b>                      Engage with prospect content                 </div>
		<p><b>DAY 8</b></p> <div style="text-align: center;">   <b>Phone</b>                      Phone outreach                 </div>	<p><b>DAY 9</b></p> <div style="text-align: center;">   <b>Email</b>                      Industry Knowledge + link to landing page                 </div>	<p><b>DAY 10</b></p> <div style="text-align: center;">   <b>Social</b>                      LinkedIn message follow up                 </div>
		<p><b>DAY 12</b></p> <div style="text-align: center;">   <b>Phone</b>                      Cold call                 </div>	<p><b>DAY 13</b></p> <div style="text-align: center;">   <b>Phone</b>                      Cold call                 </div>	<p><b>DAY 14</b></p> <div style="text-align: center;">   <b>Break-up</b>                      Email                 </div>





# Tools to supercharge your SDR efforts

Let's face it, technology and data are key to supercharging SDR efforts. We handpicked some of our favorite providers to help change the game for Sales Development professionals so they can scale their direct mail and gifting.

# Tools to supercharge your SDR efforts

## ★ Sales engagement platforms

Outreach and Salesloft continue to lead the charge in the sales engagement space. By integrating your direct mail and gifting strategy into touch points within these systems you can map out when to send and measure engagement. You can also trigger the next best steps on when to follow up via email or phone.

## ★ CRMs

Salesforce and HubSpot hold a lot of valuable data on prospects so you can continue to be personalized, relevant and timely. Ensure your address, email, contact and personal data is kept up to date to save time when it comes to sending.

## ★ Social

LinkedIn is the clear powerhouse of the social selling space. Use research taken from prospects to create personalized and relevant sending experiences that resonate with them. Triggers like job change and funding can be powerful signals to engage. Voice notes can be the perfect follow up if you're connected.

## ★ Data providers

Keeping data fresh and clean can be a challenge for many outbound sales teams. Companies like Cognism, ZoomInfo and LeadIQ can keep your email and address data fresh so you are sending to the right place for maximum effect.

## ★ Video

There's nothing more personal than a video with your reason for getting in touch. Pack a punch into your pitch and leverage video by showing your face. Go the extra mile by showing your prospect your product and what it can do for them along with the heads up on the gift you just sent them. LinkedIn video drives high engagement for prospects in your network if done right.

# Wrapping up

For SDRs, using direct mail and gifting is an effective pipeline builder, as well as a great way to surprise and delight your prospects and create lasting moments.

In a world where prospects are just waiting to be impressed, seizing the moment and using a little bit of thought and creativity can work wonders!



## We'd love to hear from you

For help and support, and if you have any questions, get in touch with us at [hello@reachdesk.com](mailto:hello@reachdesk.com).

For more inspiration on leveraging direct mail and gifting, why not take a look at our [Direct Mail Guide](#) or [request a demo](#) to find out how Reachdesk can help you deliver the moments that matter at scale.

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