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# **Direct Mail With Graphics - A Must For Business**

People experienced in marketing would know that graphics would be important for people to deliver the message of promotion effectively. On the other hand, people experienced in operating business would know that direct mail could successfully help the business to reach the target customers. If a business owner could know the way to market the products through direct mail which contains graphics, it would be the best and it would surely allow the business to operate with a profitable amount of money.

That is the reason why a lot of people would like to improve the quality of the direct mail through including graphics inside. However, there are millions or even billions of pictures and images in the world, and there are numerous combinations of the pictures in the mail, so it is always not easy for people to find the suitable way to create the direct mail nicely and this is also why many people could not earn a nice profit for their business even though they have spend a lot in purchasing the direct mail services.

Actually, if you wish to get loyal customers using direct mail, you should work on the graphics in several ways. First of all, if you are placing captions around the picture, you should bear in mind that the captions should either be on the right hand side of the picture or below the picture. Actually if you have read books before you would also know that nearly no people would try to put the captions on the left of the images or above the images because it looks odd.

Firstly, human eyes would try to browse through a two-paged mail from the right first but the scanning process would pause at the left side. Therefore, the images or graphics used at the left would be more influential. If you hope to get the attention of the clients better, you are advised to arrange the most important image to the left and deliver the message at the clearest way. This would help you keep the reader to read the whole mail more likely.

Secondly, you could think of ways to expand the content seen by the readers. In many of the cases found by scientists, the eyes of people would flow from the right to the left but they would stop at the left side for a while before they continue to read other parts of the mail. Therefore, if you could get the chance to deliver your message to your clients when their eyes stay at the left, you would have a better chance to making a business with them.

Of course, a direct mail should surely have words. But the words should be put well in the mail so that people would not think that the words are crowded. Otherwise, they would surely lose their interests to read the content in your direct mail. Many direct mails would try to separate the words and images and this is actually not good. Graphics and words should be integrated so that people would not think that one page of the mail is interesting while the other page is boring.

Many scientists have found that pictures and graphics are crucial for human to deliver message. And this is the truth that human once had graphics before words. Therefore, in order to achieve better promotional effect through direct mail, you should try to put the pictures at suitable places in the mail and you should also try to provide attractive words after drawing the eyes of the clients to the words.

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