Case Study

Direct Mail Campaign

The Challenge

A pharmaceutical client marketing a first-of-its-kind triple therapy inhaler medication for Chronic Obstructive Pulmonary Disease (COPD) wanted to connect with its healthcare audience through direct mail, but was unsure of the best way to execute such a campaign.

Healthcare providers can be extremely difficult to connect with, and are often bombarded with information on a regular basis, so providing them with useful and relevant content in a way that is both convenient and engaging can be a real challenge. To address this, the client enlisted the help of PDQ Communications to lead its direct mail marketing campaigns to success.

The Solution

Direct mail can be a highly targeted and impactful medium, utilizing their tactile nature to get tangible, long-form messaging in front of the right audience in a meaningful way, but it must be done in the correct way.

PDQ led a **10 wave direct mail campaign** in order to provide their audience with health and safety information, sample requests, percent combinations, and savings offers.

PDQ leaned on its deep direct mail experience to help the client deploy materials that would generate the strongest engagement, utilizing **personalized letters, pre-populated business reply cards (BRC)** to make it as easy as possible to engage and reply, and **customized teaser copy** on the envelopes to be more relevant to the messaging and the intended recipients.

The Results

To the client's delight, PDQ discovered that HCPs were connecting with the client thanks to the direct mail campaign, with an **average response rate to the BRCs of between seven and nine percent.**

The Main Takeaway

Direct mail is a highly effective way of communicating, especially to busy healthcare providers, and making your content as relevant, informative and convenient as possible is critically important.

The best way to position your marketing strategy for success is by working with a professional firm such as PDQ Communications, that specializes in deploying targeted and personalized direct mail marketing campaigns, designed to generate brand awareness and stimulate engagement.

PDQ understands the many nuances and facets of marketing to HCPs, and with our extensive, high-quality and well-segmented list of healthcare contacts, we can help lead your direct mail campaigns and meaningfully connect with the right HCPs for you.

Contact PDQ Communications today to get started!