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Marketing News

Offering opt-out options 'can help businesses save money on marketing'

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Using simple opt-out systems on **direct mail** campaigns can help businesses save money and prevent waste, according to an expert.

Jennifer Kaplan, founder of Greenhance, has claimed that making it easier for people not interested in receiving messages to cancel their interest can also "engender lots of goodwill" from consumers.

Writing on Ecopreneurist.com, she explained that all **direct marketing** materials should feature information on how consumers can opt-out and also called on companies to reduce waste when designing campaigns.

"Direct design teams to reduce waste allowances and dimensions that require wasteful trimming when designing and printing materials," she wrote.

"Lower acceptable print order overruns and require that overruns be recycled."

Recent research by CCB Fast.Map found that nearly half of consumers feel that letters which do not include any personalisation can have a detrimental effect on the environment.

According to Brand Republic, only 20 per cent held the same opinion on personalised messages.