

TAYLOR



Results

Bolster's work on behalf of BHG Financial earned a Communicator Award of Excellence for Marketing Effectiveness.

Insightful Design Drives Higher Direct Mail ROI

Challenge

BHG Financial had long used direct mail to market its innovative loan products to small businesses and entrepreneurs. However, interest rate hikes and soaring mailing costs made it increasingly difficult to achieve a positive marketing ROI. BHG Financial wanted to explore new direct mail concepts for its loan products, hoping to drive better response rates while reducing the overall cost per piece.

Solution

Bolster, a Taylor company, combined innovative design with compelling messaging to deliver benchmark-breaking results for BHG Financial.

- Bolster developed a range of innovative direct mail pieces that focused on the recipient's needs and experiences as a way of standing out in the mailbox.
- Unique mail piece shapes, clever headlines and personalized messaging were incorporated to engage the audience on a deeper level.
- Bolster's expertise with postal regulations resulted in designs that were far more cost-effective to produce and required less postage.



LOANS FUNDED

Elevated direct mail response and conversion rates increased loan applications and total funds loaned.



COST SAVINGS

The average cost per piece was reduced by more than 42%, including a five-figure postage savings.

"You have **revolutionized** how we do direct mail and proved that creative design impacts **return on investment.**"

BHG FINANCIAL

Direct Mail Team