

Direct Response Tool Testing and Analysis

Catherine Rauers

For this assignment, I made a two-step direct response marketing tool for my business, The College Closet. The College Closet is a clothing rental boutique designed for college students who want and need affordable and trendy outfits for gamedays, formals, date functions, and other social events. The purpose of this tool is to provide useful fashion information to possible customers while also encouraging them to learn more about the clothing rental service.

My direct response tool consisted of two parts. The first part was a social media advertisement promoting a free Clemson Event Outfit Guide. The second part was the actual guide that students would get after responding to the advertisement. The advertisement encouraged students to join an early-access list by entering their name and email address or scanning a QR code.

The ad was headlined as “Your Next Clemson Event is Coming—Do You Have an Outfit?” I chose this headline since students are always preparing for events and always under pressure to look for something new to wear. The ad showed that The College Closet will make it easier for the students at Clemson to get access to quality and stylish clothing without having to buy something that would be worn just one time.

The second part is titled “The Clemson Girl’s Guide to Dressing for Every College Event.” In this guide, there were outfit ideas for gamedays at Clemson, formals, date nights, and many other occasions. The advantages of renting clothes were briefly outlined and they consisted of saving money, preventing waste, and getting to try out more outfits. As an incentive, the customer received a 15 percent discount when ordering the first rental. I aimed at developing something useful by itself and motivating students to come to The College Closet at the same time.

To test the effectiveness of my direct response tool, I shared both the advertisement and the outfit guide with four individuals who fit my target market. All four participants were female college students between the ages of 18 and 24 who regularly attend gamedays, formals, date functions, and other social events. I chose participants who are not only invested and interested in fashion but also understand how expensive it can be to continually purchase new outfits, especially if they are high end.

The feedback I received was very positive. All four participants said the advertisement immediately caught their attention. They felt that the headline was relatable because finding outfits for college events is a common problem among students. They also liked that the advertisement clearly explained what The College Closet offered and how the business could save them and other students money.

Several participants mentioned that the images made the advertisement feel fun, fashionable, and appropriate for college students. They liked that the clothing options had different types of events instead of focusing only on one specific event like formals. They said it showed them that The College Closet could be beneficial to them throughout the entire school year.

The participants also liked the offer of a free event outfit guide. They said that being given the outfit guide was not only super useful but felt like The College Closet was trying to help them rather than make money off of them. The guide gave them something valuable while also introducing them to the business. This helped make The College Closet appear more trustworthy and customer-focused.

Another student explained that what she liked about the gameday rental service is the fact that Clemson students go to several football games throughout the year and want to wear something different at each game. For this reason, she believes that the rental service would be cheaper compared to buying something new for every game. She likes the idea of being able to rent clothes that are chosen specifically for Clemson events since it can be hard to find orange and purple.

Another participant said the formal and date-night sections were the most helpful to her. She explained that dresses for these events can be expensive, especially when they may only be worn once. She felt that The College Closet would allow students to wear trendy outfits without feeling guilty about spending a large amount of money.

Also, the participants found the 15 percent discount provided by the guide to be great. According to them, the 15 percent discount provided by the guide, offered them more motivation to use the service after reading through the guide. Another participant stated that the combination of a free guide with a discount on the first rental made her want to use the service even more.

Although the overall feedback was positive, the participants offered several suggestions for improvement. Two people recommended including a starting rental price on the advertisement. They felt that seeing a phrase such as “Rentals starting at \$20” would immediately show customers that the service was affordable.

Another suggestion was to make the store’s location more noticeable. Because convenience is one of the main benefits of The College Closet, the participants felt that the advertisement should clearly state that the store would be located within walking distance of Clemson’s campus. They believed this would make the business even more appealing to students who do not have cars.

Also, the participants said that once the business is up and running, that actual pictures of customers should be added to make the business look more credible. In addition, testimonials from previous customers can prove that the rental process was good for them. This will convince other customers to do the same.

Through this testing process, I learned that potential customers respond well when a business provides something useful before asking them to make a purchase. The outfit guide gives students helpful information while also introducing them to the benefits of renting clothing. Instead of immediately pushing customers to rent an outfit, the guide builds interest and trust first.

I also learned that the most important parts of the message are affordability, convenience, and variety. College students want fashionable options, but they also need to know that the service fits their budgets and schedules. Clearly including rental prices, the store location, and information about sizing would make the direct response tool even stronger.

Overall, I believe the two-step direct response tool was successful. The feedback showed that both the advertisement and the outfit guide were attractive, useful, and easy to understand. The participants felt that the materials clearly communicated the purpose of The College Closet and made the rental service sound appealing.

Based on the feedback that I received, I would include starting prices, focus on the conveniently located downtown Clemson area, provide information on different sizes, and in the long term include customer images and testimonials. In completing this assignment, I have come to realize the power of direct-response marketing in enticing potential customers with value.

GRAPHICS BELOW!!

STEP ONE – DIRECT RESPONSE TOOL

**YOUR NEXT
CLEMSON EVENT IS
COMING -
Do You Have an
Outfit??**



FORMALS!!



GAMEDAY!!

&MORE!!

**JOIN OUR EARLY-ACCESS LIST & GET OUR FREE CLEMSON
EVENT OUTFIT GUIDE**

Get outfit inspiration for gamedays, formals, date functions, and more—without spending hundreds on something you may only wear once.



SCAN ME!!!

FIRST & LAST NAME

EMAIL ADDRESS

GET THE FREE GUIDE!!!

STEP TWO - WHAT THE CLIENT RECEIVES NEXT

**THE CLEMSON GIRL'S
GUIDE TO DRESSING FOR EVERY EVENT!!**

GAMEDAY



FORMAL



DATE FUNCTIONS



THANK YOU!! HERE IS YOUR SPECIAL OFFER!!

SAVE 15% ON YOUR FRIST RENTAL

USE CODE: CLEMSON15