



Direct Legal Mail, LLC

DIRECT LEGAL MAIL

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Please call us at: 919-349-9288
for a free consultation

WHAT WE DO

We help attorneys reach potential clients through direct mail advertising campaigns. If you would like to increase your volume of cases and the amount of revenue your law practice brings in, we can help.

THE TYPES OF CASES WE DO MAILINGS FOR

We get criminal and infraction data for the whole state of North Carolina, and so you can pick any combination of criminal and/or traffic cases in whichever counties you are interested in. Feel free to be as picky as you want. We can filter the data down to the level of individual offenses and combinations of offenses. This way, we can mail out for all of the cases you want, and none of those you don't want.

If you are interested in bankruptcy cases, unemployment insurance cases, civil cases involving motor vehicle accidents, and general business law, we can do mailings for those cases too.

HOW IT WORKS

We make the mechanics of direct mailing easy. We have two services available: The Traditional Service and The Full Service.

THE TRADITIONAL SERVICE

We take the raw data which contains all the infractions and criminal charges entered into the statewide computer system the previous day and extract out the useful information. This information includes things like the names, addresses, and charges of people who just received citations or who have just been charged with crimes. We use special mailing software that helps fix bad addresses and that also updates the addresses of people who have moved. One of the results is that you get less returned mail. Even more importantly, another result is that **for a substantial number of cases, your letter will be the only letter the potential client gets.** Once we have corrected the data, we send it to you, and then you can complete the rest of the direct mail process yourself. If you use any special USPS® barcodes, we can include those barcodes along with the data we send you.

THE FULL SERVICE (LESS HASSLE & MORE VALUE)

We do everything! We do everything included in the traditional service, but then we do the second half of the direct mail process for you as well. We mail merge the data into your template letters, fold the letters with neat precision, and then stuff the letters into custom envelopes that we have designed for you. We then deliver the mail pieces to the USPS®. We understand that you are running a law firm and have clients and cases to worry about. That's why we offer The Full Service. We do all the direct mail advertising work so that you can focus on your much more important legal work. The Full Service can also save you a lot of money because we are direct mail pros who run an efficient operation. This efficient operation means that we can mail out tons of letters at low prices. **And in turn, this means that we are able to provide the highest quality service, with the least amount of hassle for you, and we can do all this at a very affordable price.**

SPECIAL FEATURES OF OUR SERVICE

We could go on and on about what makes our service so special and of such high quality. Without boring you with an over-abundance of technical details, there are a few things that you should know about what we can provide.

- CASS™ updating – We run every mailing address through software that has been CASS™ certified. This corrects and standardizes addresses to improve address quality and increase deliverability of the mail piece.
- 48-month NCOA^{Link®} Move Update – This is one of the most outstanding features of what we can provide. When people move, they often don't go to the DMV and inform them of their address change, like they are supposed to. This means that often sheriff deputies and police officers take down the wrong address when they simply copy it from the driver's license. This software will often replace the old address with the new one. **This means that your letter will get delivered to the right address and may be the only one the potential client gets.**
- Hispanic Name Filter – we can help you send a letter in Spanish to Hispanic potential clients.
- Sometimes our software can tell us that an address is not deliverable, but the software cannot automatically replace it with the proper address. The software will then give us a few potential addresses that could be the right one. We then “manually” search through different databases and search engines to find the address most likely to be the correct one. When we get it right, it means that there is almost a 100% chance that that potential client **will only receive your letter.**
- Advanced Filters – We can filter the data so that you get the precise combination of charges that you want. For example, if you do not want DWLR cases, but are willing to handle DWLRs if they are combined with DWI charges we filter the data to make this work.

HOW TO GET IN CONTACT WITH US

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