

The Direct Mail Difference



Cut through the Clutter



On any given day, the average customer will be exposed to **2,904** media messages, will pay attention to **52** and will positively remember **4**





What's going on out there?

Snapshot of Media Landscape

- **Facebook** -- 800 million active users
- **Twitter** -- 300,000 new users per day
- **YouTube** -- 2 billion views each day
- **SMS** -- 3.2 billion US text messages per day
- **Magazines** -- 346 million copies sold in 2014 = #8092 websites
- **Mobile Phone Users** -- 228 million

- **Direct Mail** -- 25 pieces of mail per week to average consumer

The average consumer can be reached on an average of 7.4 personal channels



Multichannel Approach

56% of marketers use **3-5 marketing touches** per campaign and on average **3 media channels**

The ideal types of communication to customers :

- direct mailings
- telephone calls
- emails
- text
- social

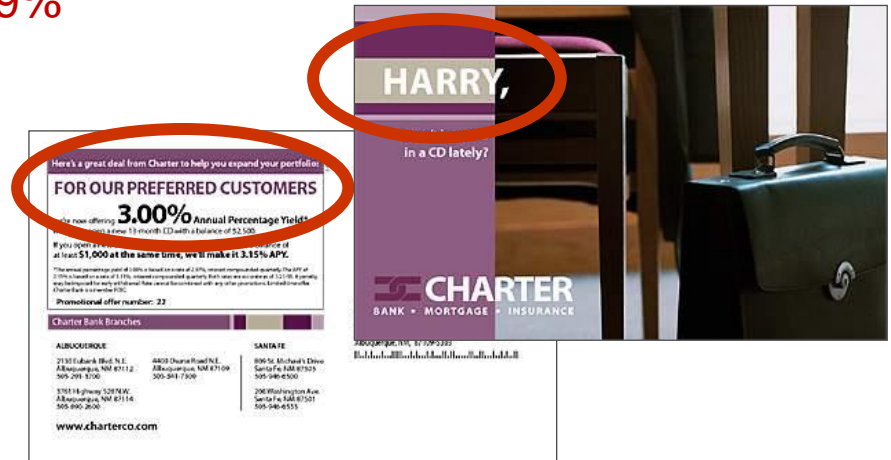
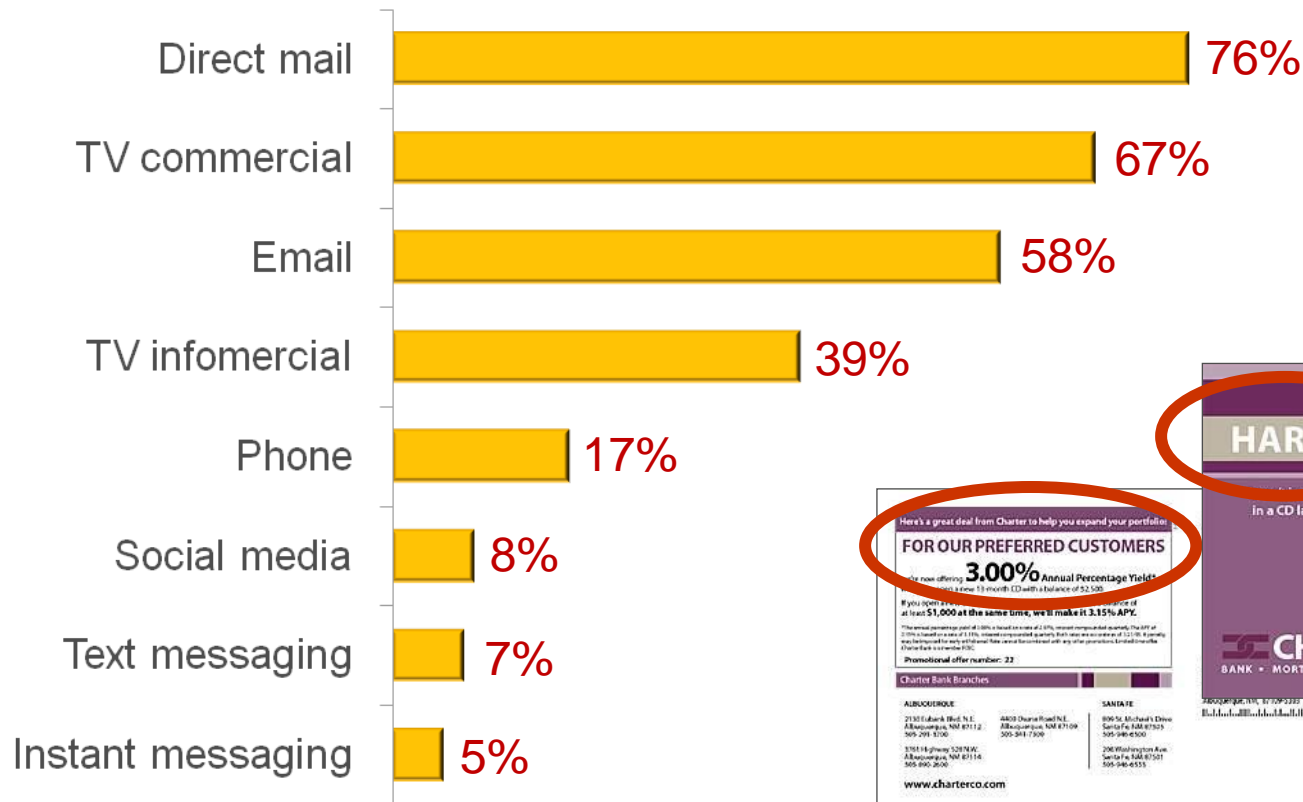
76% of small/medium businesses say their **ideal marketing mix** is a combination of traditional and digital communications.

Most effective to create response rates or purchases:
advertising, direct mail, email

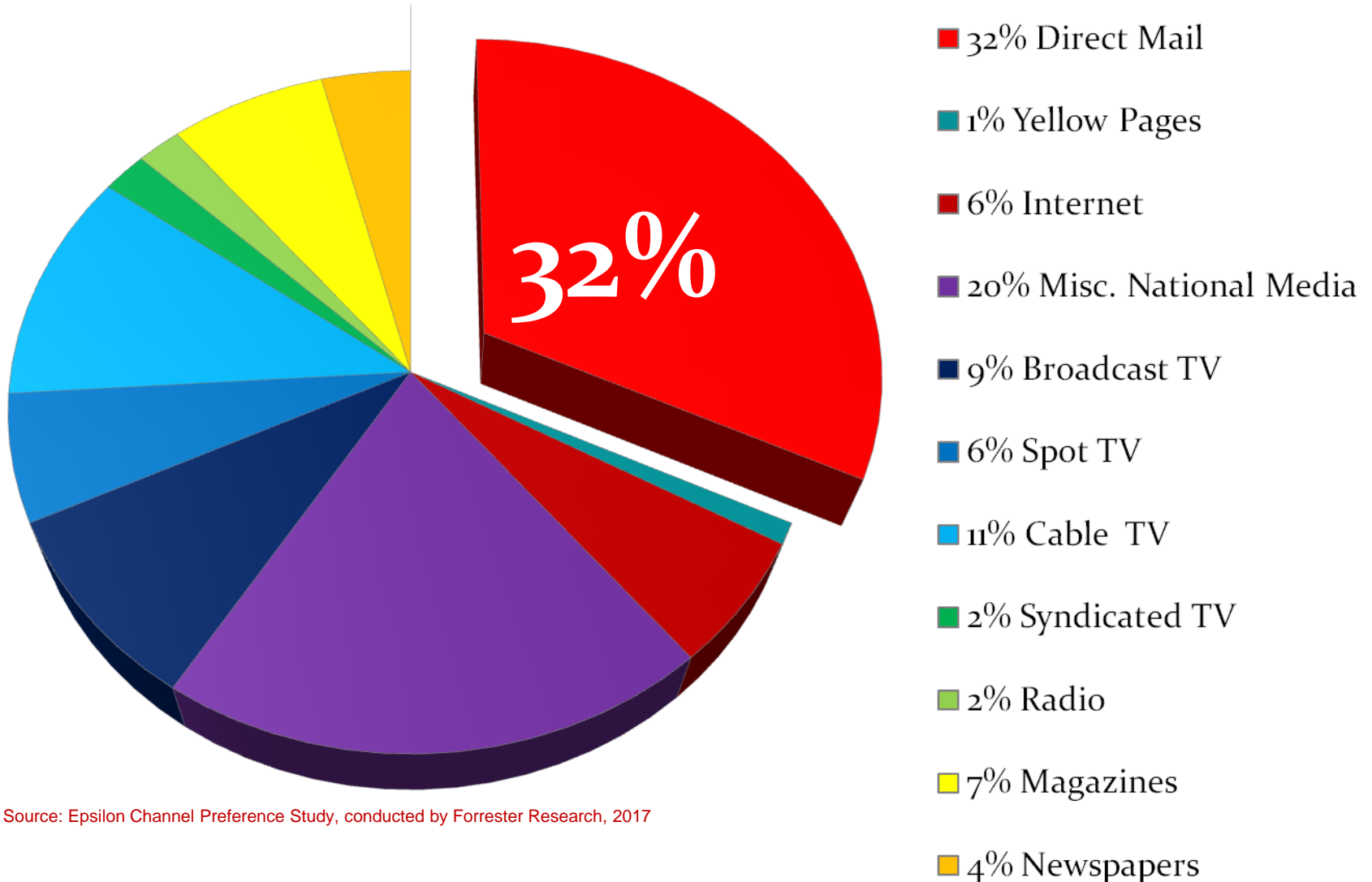
Print/Mail Drives Results

“Ever make a purchase because of an advertising message...?”

Channel Survey Responders Say Influence Most



How Customers Want To Be Contacted



Source: Epsilon Channel Preference Study, conducted by Forrester Research, 2017

The Direct Mail Solution

Insight:
**Mail
is still
highly
valued**

- 80% look at their mail daily – as a valuable news resource
- 75% like to see what's in the mail
- 63% of mail is kept at least 2 days

Source: USPS 2017 Mail Moment Survey



Why Mail Works?

How Advertising Performs

General Advertising

Sells Product
Creates Sales
Copy is Short
Heavily Emotional
Makes Laughter

Direct Advertising

Sells Offers
Creates Customers
Copy is Long
Heavily Factual
Makes Money

The Value of Direct Mail

- Measurable & Predictable
- Targetable
- Flexible
- Tactile



The Value of Direct Mail

- Stealth Marketing
- Shelf Life
- Viral in Nature
- Personal



The Direct Mail Equation

➤ The List or “Audience” = 40%

➤ The Offer made = 40%

➤ Everything else = 20%
(creative)



**The
40-40-20
Rule**

The **NEW** Direct Mail Equation

➤ The List or “Audience” = 60%

➤ The Offer made = 30%

➤ Everything else = 10%
(creative)



**The
60-30-10
Rule**

The List

List options

- House list
- Compiled lists
- Response lists
- Attendee/membership/seminar lists
- Subscription lists
- Donor lists
- Credit card holder lists
- Merged database lists

The Offer (The Hook)



- *Free information*
- *Samples*
- *Free trial*
- *Discounts*
- *Time limit*
- *Get a friend*
- *Guarantee*



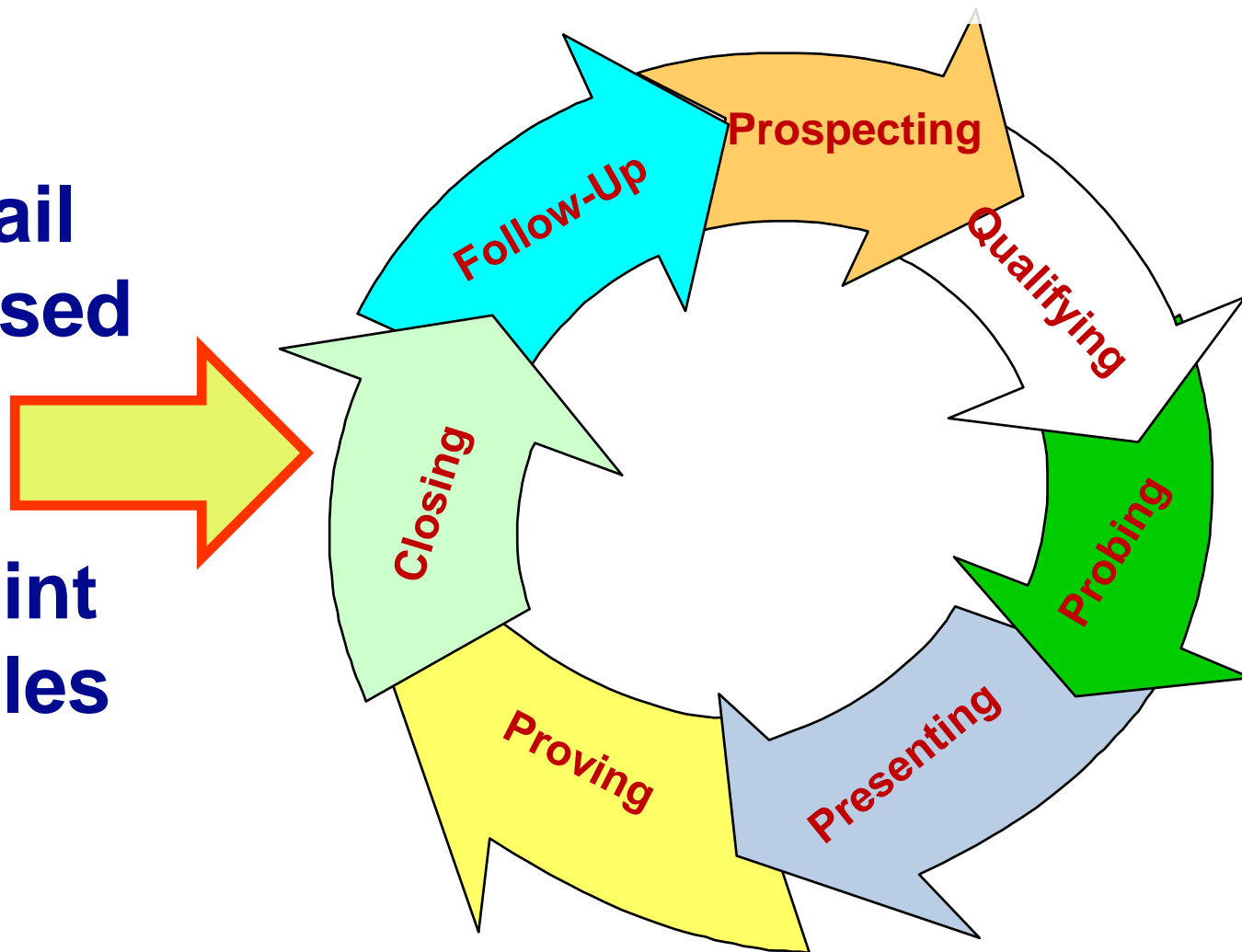
- *Free gift*
- *Special event*
- *Buy one-get one free*
- *Volume discount*
- *Exclusive rights*
- *Upgrades*
- *Seasonal Sales*



Mail and the Sales Cycle

Business to Consumer/Business

**Direct Mail
can be used
at any
and/or
every point
of the sales
cycle.**



Factors Affecting Response Rates

RESPONSE RATES VARY!

Demographics

Psychographics

Ethnic groupings targeted

Type of piece mailed (postcard, letter, self-mailer, catalog, sample)

Class of mail (first, standard, non-profit)

In-home day or date (Monday vs. Friday, or first of the month vs. middle)

Re-mailing or reminder efforts

Data-mining or data hygiene

Personalization

Response mechanism

Method of payment

Supportive telemarketing

Testing and tracking

The product or service being offered

The offer

The audience or list

The creative or graphics

Market research

Modeling techniques

Premiums or incentives

Referral or rewards program

Guarantees

Familiarity of brand or company name

Related Advertising

Industry

The economy

Holidays

The weather

Know vs. Unknown

National news events

Mail Delivers



Direct Mail Applications

- Customer Acquisition
- Customer Loyalty
- Customer Retention
- Customer Referrals
- Customer Win/Back
- Drive Traffic
- Internet eCommerce Traffic
- Product / Catalog Sales
- Solicit Donations
- Media / Channel Integration
- Brand Awareness
- Public Relations Awareness

Direct Mail Packages

Letter Mailer

- #10 Envelope
- 6 by 9
- Closed/Face Window
- Open/Face Window

Self Mailer

- Sealed
- Glued
- Tabbed
- Snap pack

Postcard Mailer

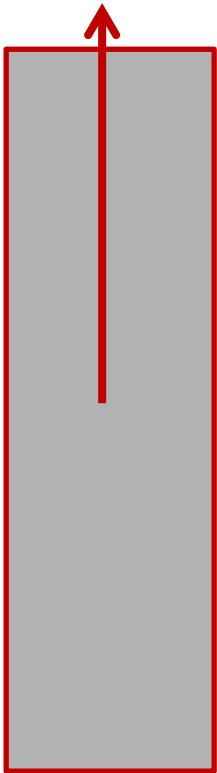
- 4 1/4 by 6 1/8
- 6 by 9
- 6 by 11
- First Class

B-to-C and B-to-B

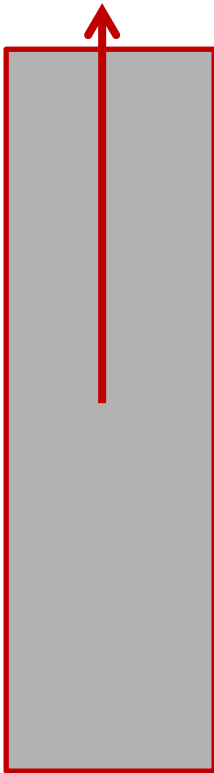
- Business to Consumer
 - 110+ Million Consumer Addresses
 - Names/Addresses
 - Individuals
 - Occupant
 - Saturation
 - No Address EDDM
 - Lower response
- Business to Business
 - 50+ Million Business Addresses
 - Business Name
 - Title, Role
 - Higher Response

Direct Mail's Magnificent 7

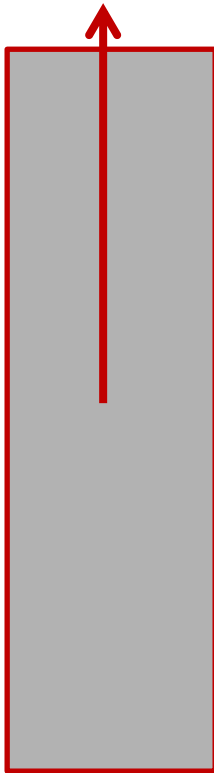
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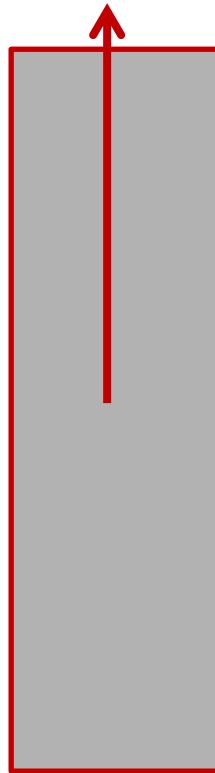
Retail



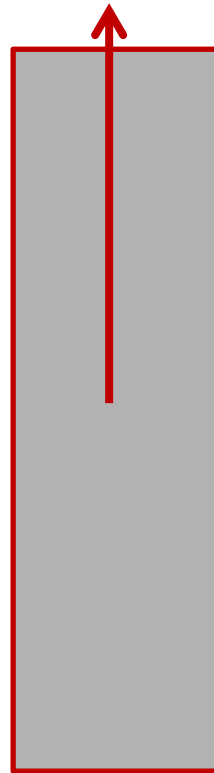
Product



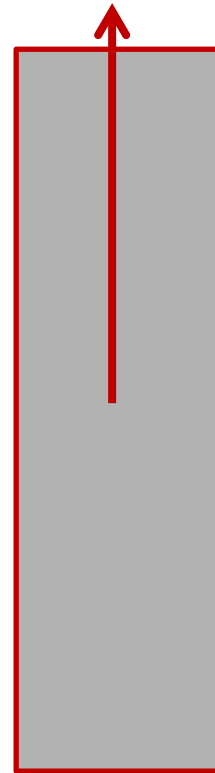
Traffic



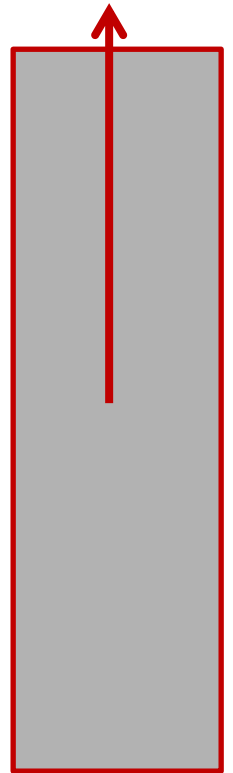
Franchise



Service



Fundraising



“Know Thy Target”

	Uses Mail	Does Not Use Mail
L I K E S	1	2
D I S L I K E S	3	4

1's = Like/Use – easy sell, price, less production hassle, better quality, value-add

2's = Like/Don't Use – easy sell, prove value for CPM, stress results, case studies, free test

3's = Dislike/Use – knows it works, would love to move to another media, stress results

4's = Dislike/Don't Use – hard sell, show value, ROI, ease of use, integration, CS, free test

Prospect Conversation

- DM component as new revenue stream
- Value of integration
- Media preference
- Client strategy, ROI, creative considerations
- Emerging technology and DM
- Direct mail expertise
 - Strategic leadership
 - DM applications/usage direction
 - Creative concept consultation and offer development
 - List assistance and vendor selection
 - Design and cost
 - USPS efficiencies