

# The Direct Mail Difference







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

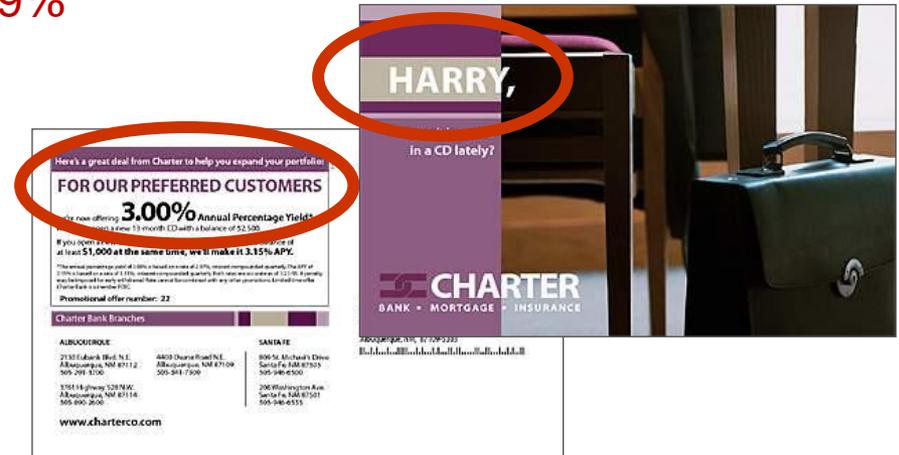
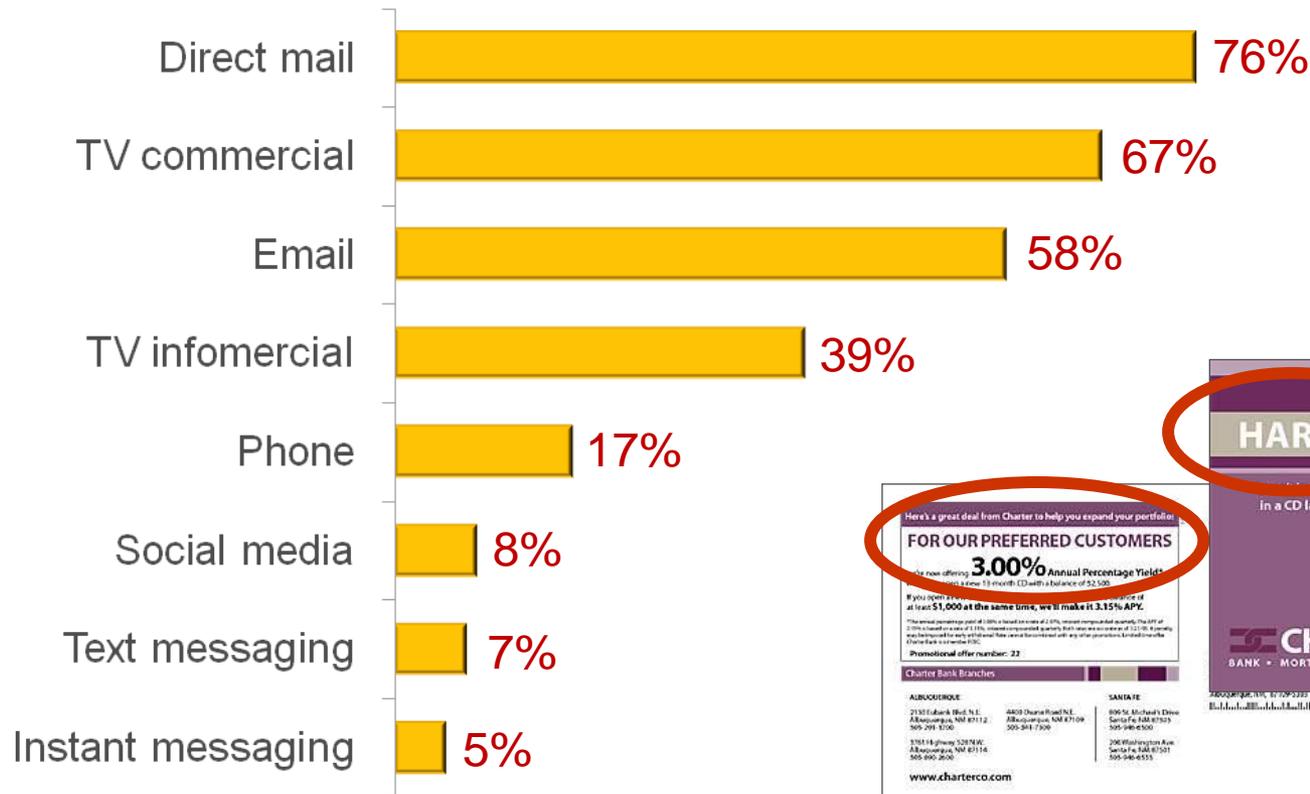
**76% of small/medium businesses** say their **ideal marketing mix** is a combination of traditional and digital communications.

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

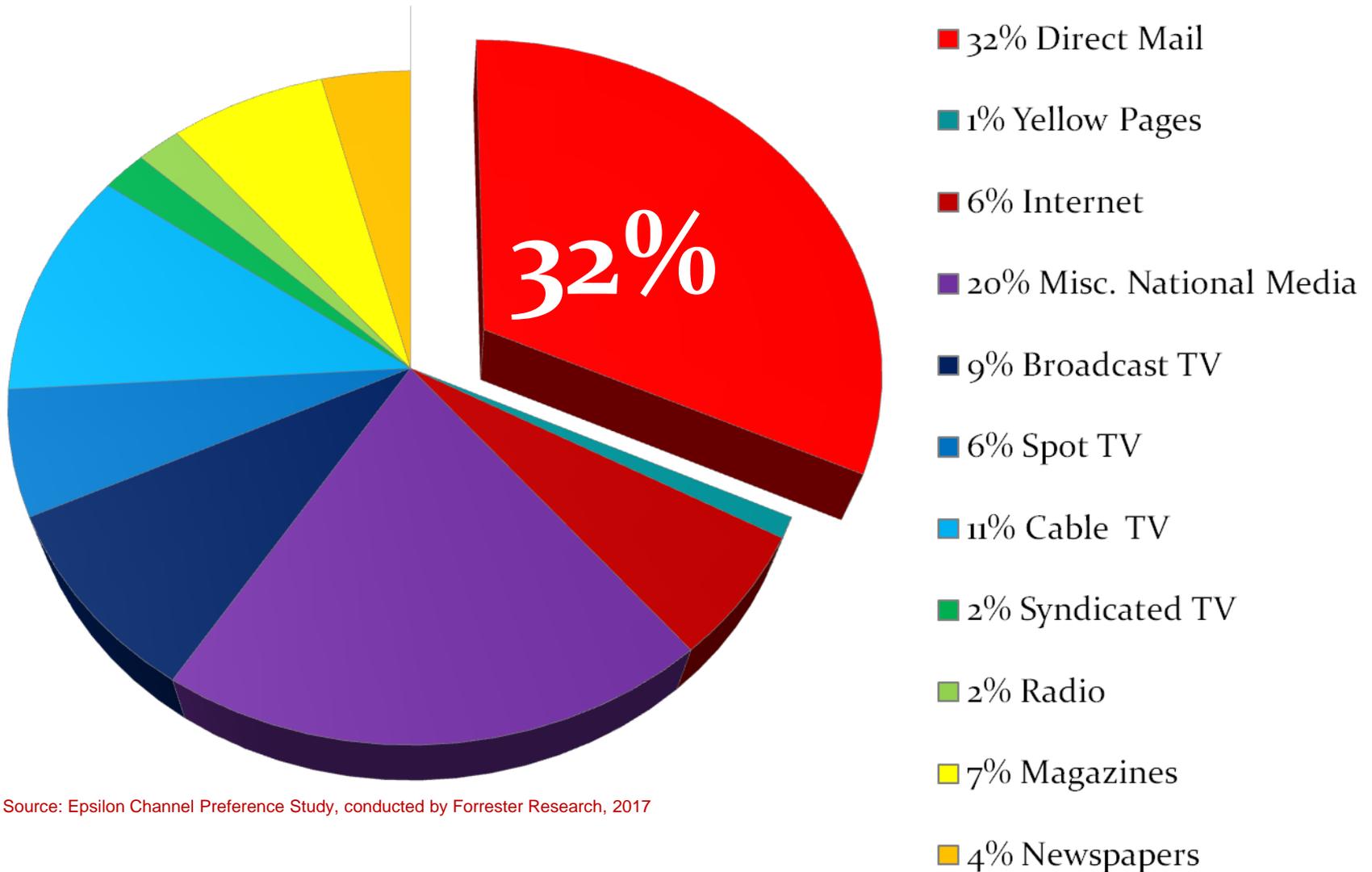
# Print/Mail Drives Results

“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)



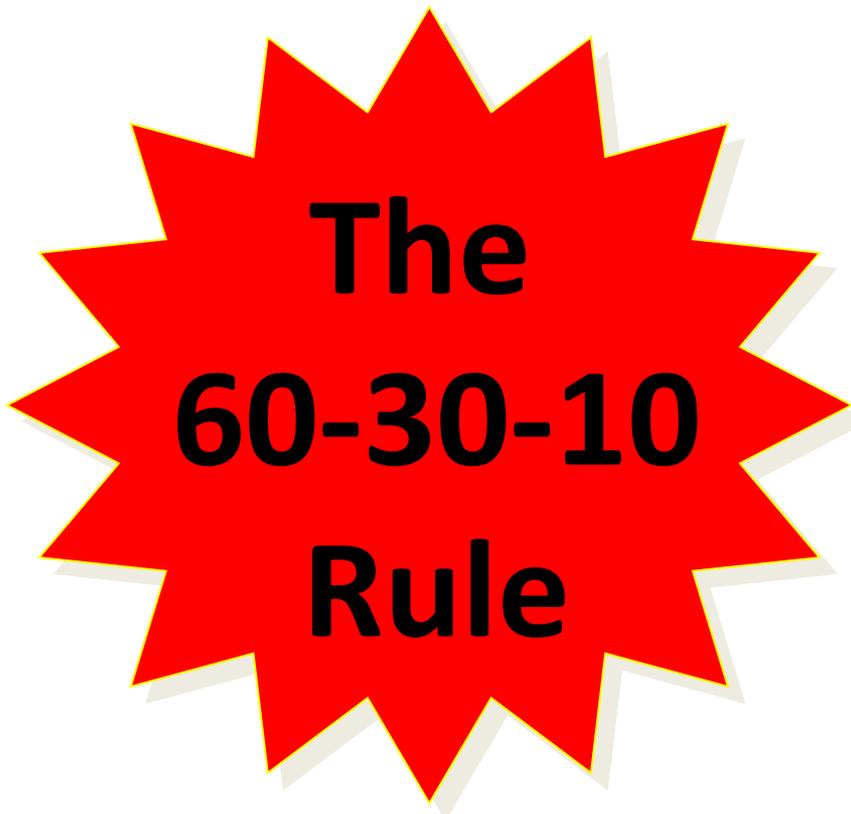
**The  
40-40-20  
Rule**

# 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*



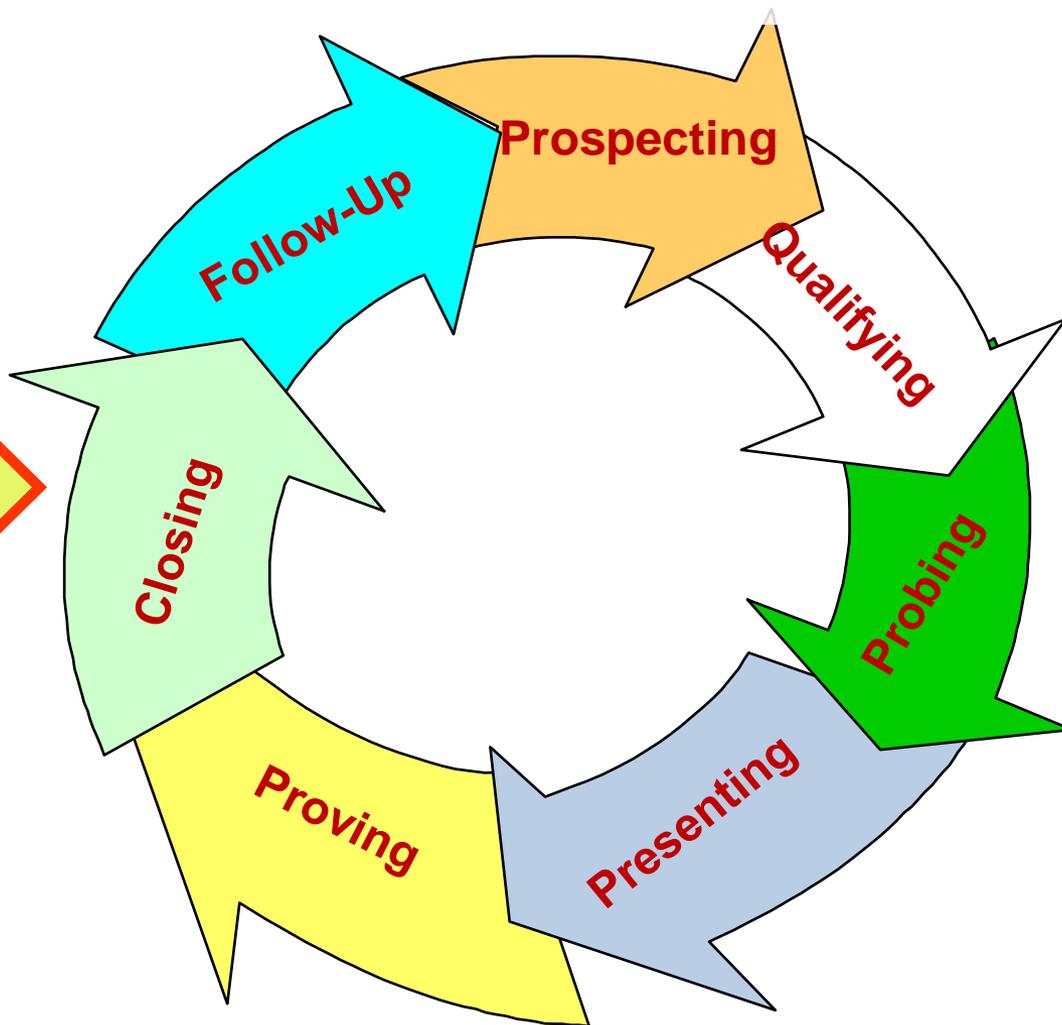
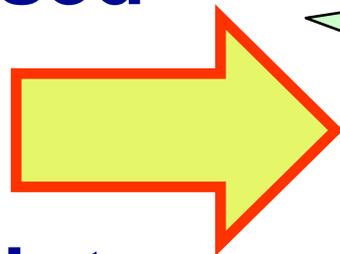
- *Free gift*
- *Special event*
- *Buy one-get one free*
- *Volume discount*
- *Exclusive rights*
- *Upgrades*
- *Seasonal Sales*



# 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

Financial

Retail

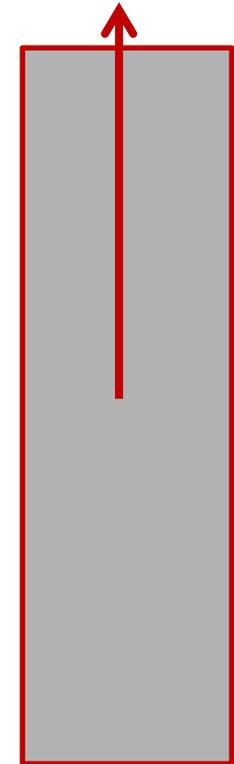
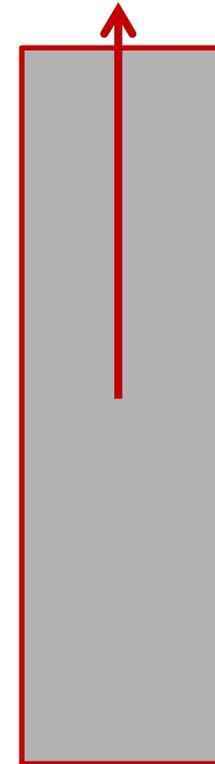
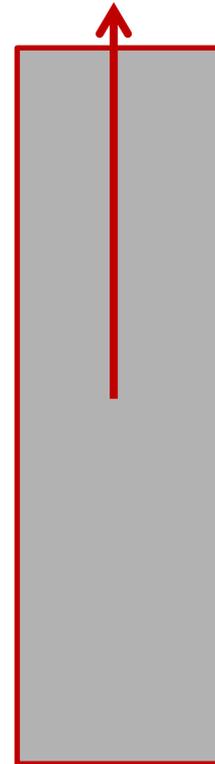
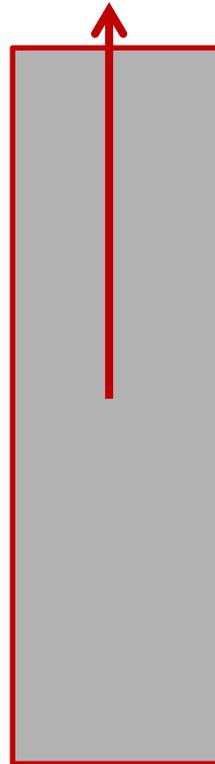
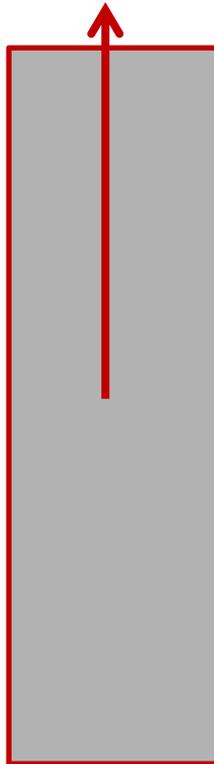
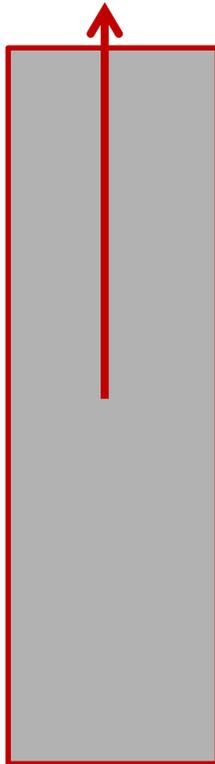
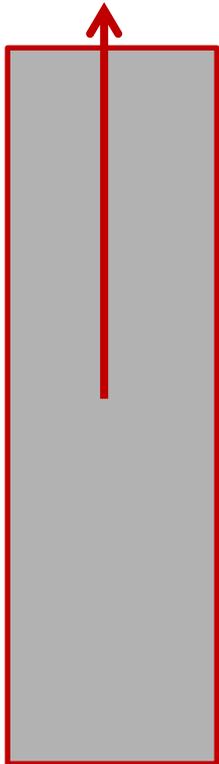
Product

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