

# The ★ Power ★ of Mail





# Understanding the Value of Direct Mail



What is your primary objective in marketing your business?

- Increase sales of a product or service
- Build brand recognition in a highly competitive consumer-driven market
- Develop long-term customer relationships





# Understanding the Value of Direct Mail

Direct Mail is one of the hardest working media in Direct Marketing – it is the ideal communication agent for:

- ★ Increasing revenue
- ★ Generating sales leads
- ★ Finding new customers
- ★ Cross-selling to current customers
- ★ Building customer loyalty
- ★ Driving traffic for special events
- ★ Developing a customer database
- ★ Responding to competition
- ★ Augmenting other advertising



---

★ ★ ★

# Getting Started with Direct Mail

- ★ How Can I Put Direct Mail to Work for me to acquire New Customers
- ★ And Keep Them Coming Back?



---

★ ★ ★

# Components of a Successful DM Campaign



Some experts believe that the list may actually account for 60% of the pie

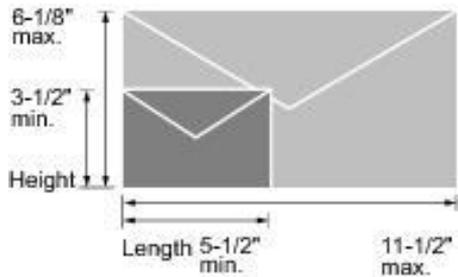


# Creative

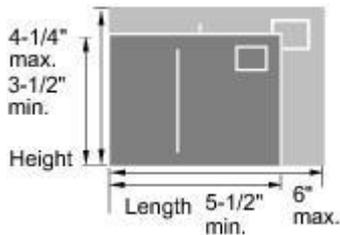




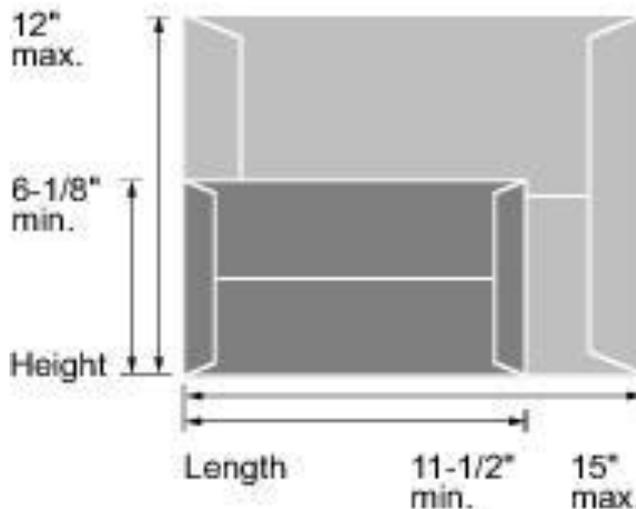
# Direct Mail Shapes and Sizes



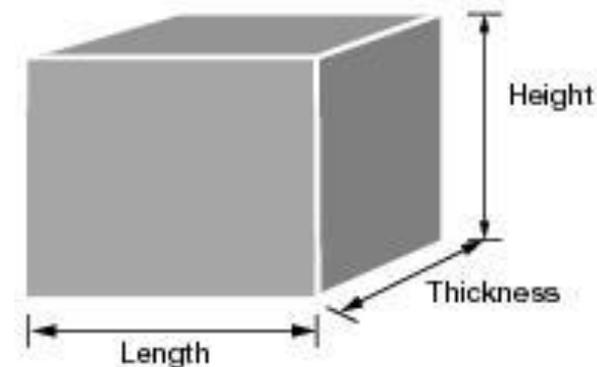
**Letters**



**Postcards**



**Flats**



**Parcels**

Notice 123

[pe.usps.gov](http://pe.usps.gov)





# Important Elements of Your Creative

- ★ Offer should be clear and repeated often
- ★ Font should be clear – avoid reverse type
- ★ Color should match the tone of the piece
- ★ Power of the P.S.
- ★ Lift letter – lifts response
- ★ Control – try to beat it!





# List



# Targeted Customers

What kind of targeted lists are available for rental or use?

- ★ Residential
- ★ Demographic
- ★ Psychographic
- ★ Geographic
- ★ Buying Behavior

<b>ID NUMBER</b>	
NextMark	186032
MIN	8853
SRDS	19107-000
<b>UNIVERSE</b>	
35,046,014	
<b>LIST TYPE</b>	
Consumer	   email mail phone
<b>SOURCE</b>	
Compiled lists, Product Registration & Consumer Surveys	
<b>PERMISSION LEVEL</b>	
Opt-in	
<b>LIST MAINTENANCE</b>	
Market entry	
Counts through	01/03/2011
<b>SELECTS</b>	
0-60 DAY HOTLINE	\$12.00 /M
2.5-6 MONTH HOTLINE	\$6.00 /M
DEMOGRAPHIC	\$8.00 /M
Favorite Interest	\$10.00 /M
INTERESTS/ACTIVITIES	\$8.00 /M
Lifestyle Selects - Premium	\$15.00 /M
LIFESTYLE SELECTS - STANDARD	\$8.00 /M
PHONE NUMBER	\$10.00 /M
SCF	\$3.50 /M
SCORING	\$12.00 /M
STATE	\$3.50 /M
Value Score	
ZIP	\$3.50 /M
Other Mediums	
Marital Status	



# RFM Analysis

- ★ R = Recency
- ★ F = Frequency
- ★ M = Monetary Value





# Important list questions

- ★ Who has used the list before and repeated?
- ★ When was it last updated?
- ★ What was the source?
- ★ Is the list compiled or customer list?





# The Offer





# What Makes a Good Offer?

**Believability**

*Creativity*

Involvement

**Save \$25**

**Offer Expires Dec 21!**





# 5 Steps for Making an Offer

- ★ Stick to one offer
- ★ Use language that entices
- ★ Produce a sense of urgency
- ★ Display it prominently
- ★ Tell them how to respond
- ★ BONUS! FREE still the most powerful words

**Save 25%**  
**Limited time offer!**





# Acquiring Potential Customers



---

★ ★ ★

# Direct Mail as an Acquisition Strategy

Direct Mail puts your message in the hands of potential customers



81% of the people in households that collect, sort, and manage the mail also pay the bills and do the shopping

**80%**

take time to look through the mail\*

**40%**

use coupons from the mail\*

**75%** like to discover what's in the mail and consider the time they spend with the mail as well spent\*

\* U.S. Postal Service 2012 Mail Moment Research



# Direct Mail As a Retention Strategy

The Pareto Principle (80/20 Rule) tells us that 80% of your profits come from the top 20% of your customers. That's why it's so important to keep your best customers coming back.



---

# Direct Mail Amplifies Media Campaigns

★ Mails strong, personal connection enriches broad-based media and allows marketers to include response mechanisms:

- ★ Coupons
- ★ Reply Cards
- ★ QR Codes



---

# Direct Mail Amplifies Media Campaigns



Direct Mail offers a media-rich experience that lets you connect with consumers on a deeper more personal level

Leveraging Smartphone apps and web technologies can provide interactive demonstrations that help boost interest and sales

- ★ Increase the amount of time consumers spend with your mailings and brand
- ★ Measure response more rapidly and pinpoint specific elements that are getting consumers to act

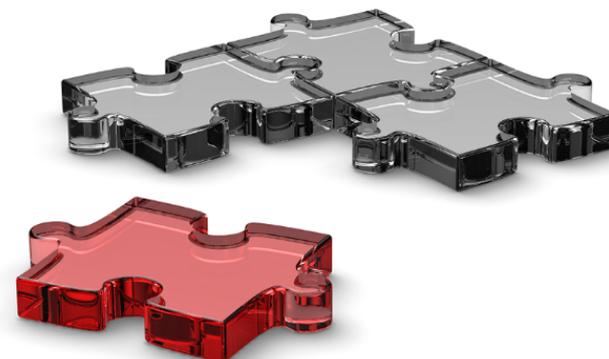




# Getting Started with Direct Mail



- ★ Define your marketing strategy & goals
- ★ Identify customers you want to reach
- ★ Develop your message
- ★ Design creative & impactful pieces
- ★ Measure results



---

# Direct Mail Tactics

A good marketing strategy is a targeted strategy



## Acquiring Potential Customers

- ★ **Targeted Customers** – identify people most likely to buy product and target these groups. Solution: Targeted lists
- ★ **Geographical/location based** (localized marketing) – Specifying a geographic area to target. Solution: Geographic List

## Maintaining Customer Relationships

- ★ Existing Customers - create strong relationships by connecting directly to your best customers. Solution: List Management

---

★ ★ ★

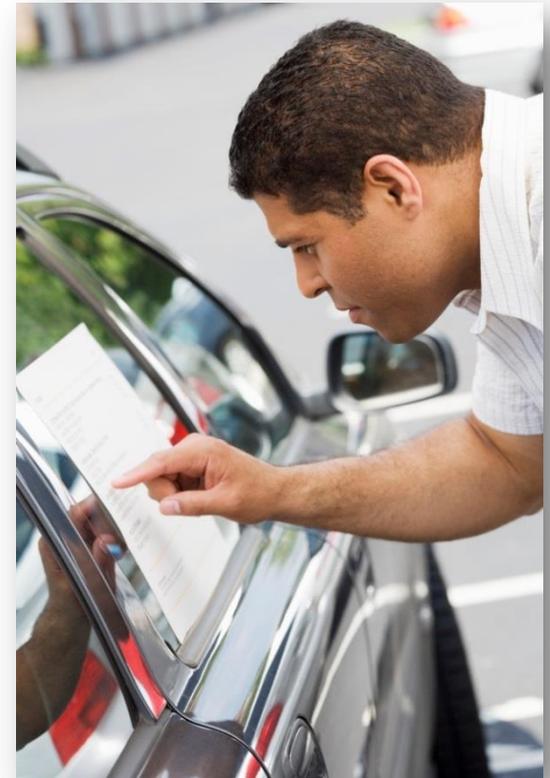
# Geographical/Location Based Customers

Searching for new customers?

Every Door Direct Mail just made them easier to find!

Verticals interested in targeting geographically

- ★ Retailers
- ★ Auto dealerships and services
- ★ Restaurants
- ★ Dry cleaners
- ★ Local health clinics
- ★ Real estate agents
- ★ And more...

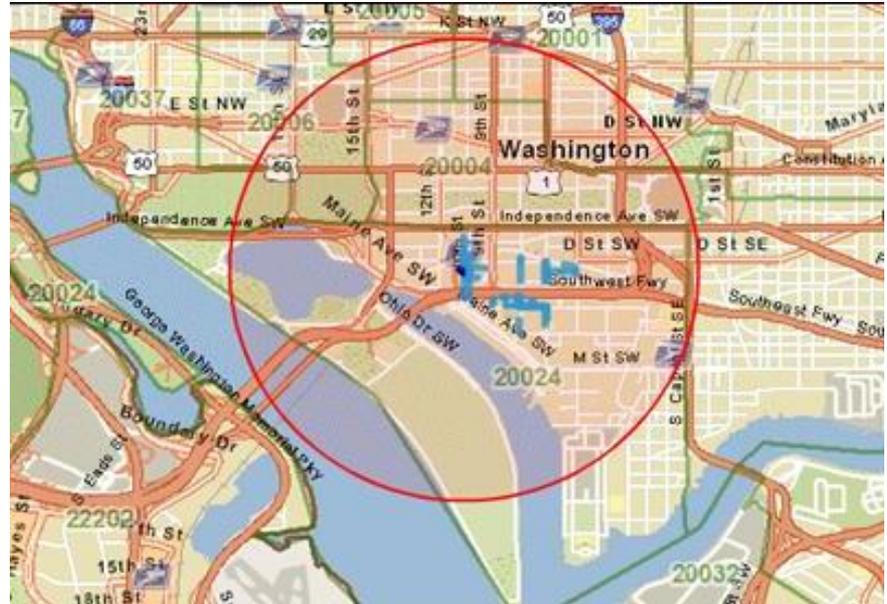


Good for acquisition programs, branding, information sharing

---

# Geographical/Location Based Customers

- ★ Create a highly focused and personalized marketing message based on your geographical area
- ★ Your message is delivered only to people most likely to be a customer — those within 10 miles or 10 minutes of your door
- ★ More targeted than mass advertising





# Maintaining Customer Relationships



---

# Maintain Customer Relationships

Customer data enables businesses to connect one-to-one and deliver relevant information based on specific needs, interests, and concerns of their customers

Develop stronger relationships with your best customers, which makes it possible to:

- ★ Increase brand loyalty
- ★ Win trust and understand needs
- ★ Increase store traffic and sales
- ★ Generate positive word of mouth
- ★ Boost referrals to your store



---

★ ★ ★

# Customer Retention Tactics

- ★ **Thank** your customers for a purchase with a simple card or a discount coupon. *It shows you're paying attention to them, and that you appreciate their business*
- ★ **Ask for feedback** by sending them a postage-paid survey. *Not only does this show you care about what your customers think, you can also learn how to improve service*
- ★ **Send an apology** or a personal card with a coupon to win back customers
- ★ **Offer a special** birthday or anniversary discount to your valued customers. *It's a thoughtful gesture that goes a long way to building customer loyalty*



# Mail Allows You to Measure Effectiveness

What Works? What Doesn't?

- ★ Test
- ★ Measure
- ★ Review
- ★ Make Decisions





# One final note....

## Direct mail is NOT advertising

“It looks like advertising and it feels like advertising, but it’s something else. Generally, advertising aims for impressions and awareness.

“**Direct mail aims for specific responses stat!** Advertising drops a message on you now in the hope that you will do something in the future.”

*Mike McCormick  
Creative Director  
Lois Gellar Marketing Group*



# Ready to get started?

 **USPS.COM**

Search or Enter a Tracking Number



Quick Tools



Mail & Ship

Track & Manage

Postal Store

Business

International

Help

Calculate a Business Price

Every Door Direct Mail

Shipping For Business

Advertise with Mail >

Postage Options

Returns Services

Take Your Business Global

Manage Business Mail

## Advertise with Mail

Get started >



### TARGET YOUR AUDIENCE

Direct mail is a great way to focus your advertising efforts on a group of prospects who may be more likely to respond to your offer.



### GET MEASURABLE RESULTS

You can see what's working and what's not if you track your campaign's success—just count inquiries received or coupons redeemed.



### SAVE MONEY ON MARKETING

You don't have to have a big marketing budget to create your own mailpiece and it's easy to plan your mailing online.



<https://www.usps.com/business/advertise-with-mail.htm>



# Thank you.

