

The ★ Power ★ of Mail



Hello and welcome to our webinar today. Many of you out there might think that mail is old and antiquated. You may think that people don't care about the mail anymore, that everyone is into their iPads, the phones and electronic marketing. But the fact is that many large companies in America are increasing their direct marketing spend. In fact the DM News reported that "Even in this prolific digital age, direct mail proves to be a strong tool for marketers. Standard mail volume is growing at 3% and marketers will spend \$45 billion on the channel in 2014." Now I don't know about you but \$45 billion doesn't sound like a market that is dying or going away. So let's take a look at why direct mail continues to be a strong channel for companies looking to grow their business.

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

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Just like any other marketing plan, you need to define the key objectives of your business. Do you want to increase sales? What company doesn't? Did you know that direct mail is one of the most effective acquisition media out there? Why? Because direct mail's purpose is to get customers to take action. It's more than just advertising – it causes customers to pull out their wallet and spend some money. Now while acquisition is one of the most common uses of direct mail in corporate America today, companies are also using mail to build brand recognition and develop long term customer relationships through loyalty programs

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



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So what makes direct mail the workhorse of marketing? Just what we talked about on the last slide: its incredible ROI. You can...

Increase revenue – studies show that it is cheaper to grow revenue and direct mail can do that by surprising and delighting customers with the right offer – giving them exclusive, best customer dollars off a particular product your company may be highlighting.

Generate sales leads: we talked about acquisition previously – we'll go into more detail in just a minute.

Cross selling: think about how a customer who buys a certain product from you now might be a good candidate for another product your company sells. With data, you can determine who makes a good cross sell candidate – we'll go into more detail on this one. With DM, data is your friend – the more data you have on a customer the more precisely you can target these offers.

Loyalty – we talked about that earlier – again its knowing what's in your customer database. What do you know about your current customers? Can you use that to cement loyalty or even turn it into a cross sell opportunity?

Building retail traffic – we're going to talk about a localized marketing solution that is second to none and great at building store traffic.

Developing that database – the real power of DM can be exploited when you know a lot about your customers. It helps you get to that ideal of the right offer to the right person at the right time.

Responding to your competition: its much easier to get your pieces into the mail than you might think. We'll talk about that as well during this presentation.

Augmenting other advertising: One thing I want to make clear is that mail is used correctly when it is part of an overall omnichannel marketing campaign. Are you running a newspaper ad? Send a direct mail piece to bolster your response. Are you running a radio commercial? Tell your prospects to watch their mailbox for a great offer.

Getting Started with Direct Mail

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



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So how can you put direct mail to work for you in getting new customers and how do you keep them coming back? Its really pretty simple and we're going to show you kind of the holy grail of direct marketing today and why so many companies use it to do all of the things we're talking about here.

Components of a Successful DM Campaign

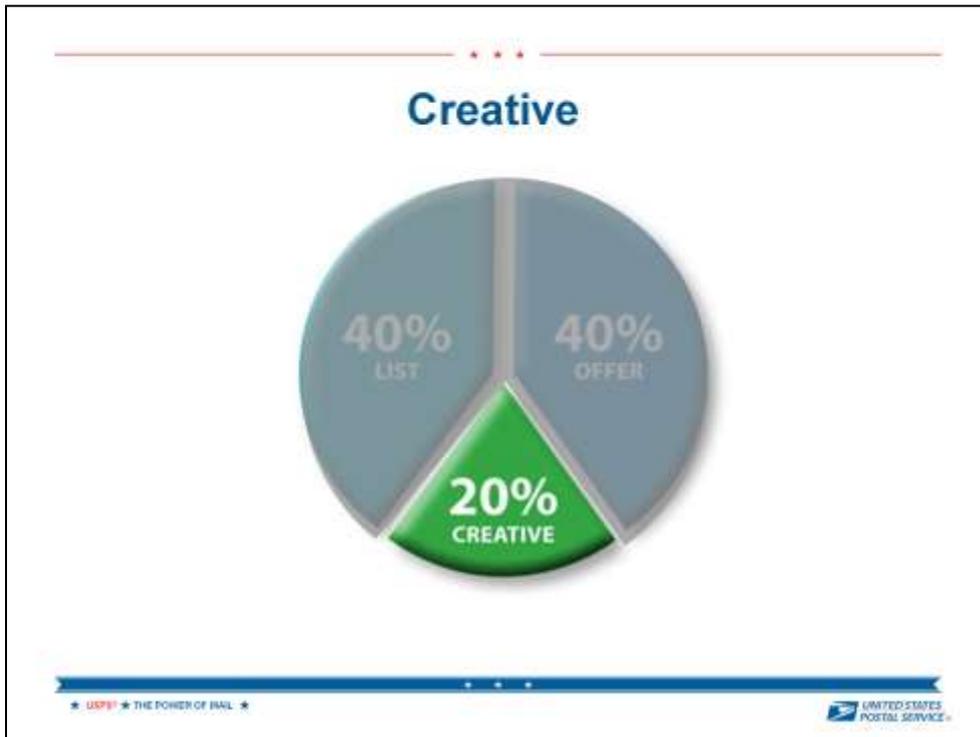


Some experts believe that the list may actually account for 60% of the pie

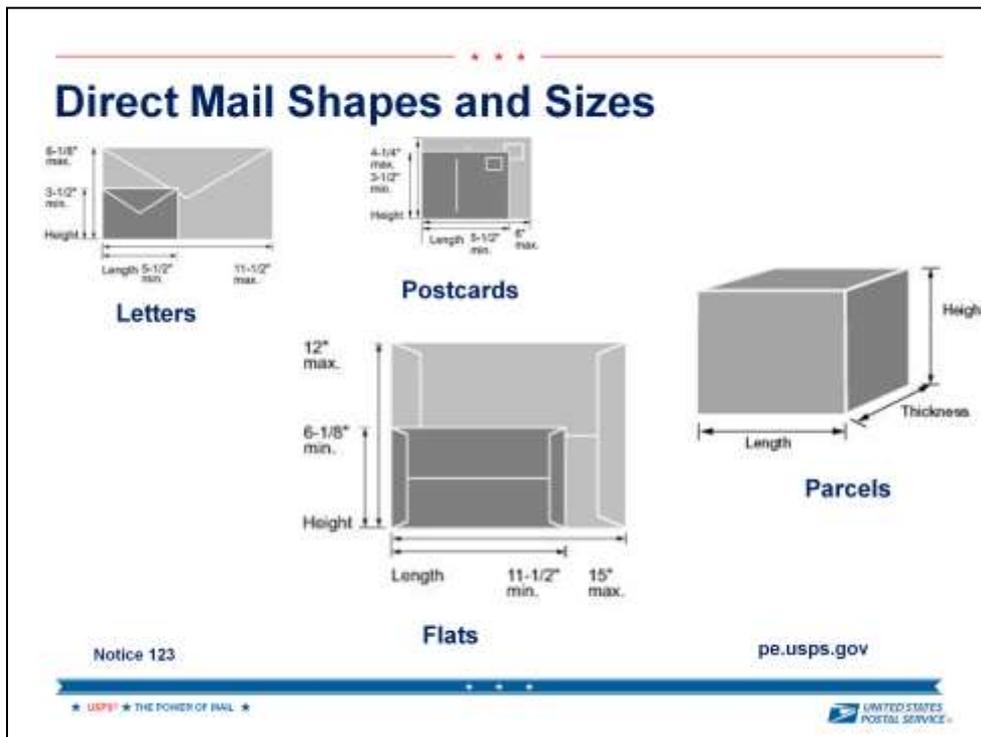
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The 40/40/20 rule is really an industry standard. Now everyone focuses on the mailpiece when they think about direct mail – what a pretty piece this is or how cool is the creative the ad agency came up with for this piece. The fact of the matter is that creative is really the least important factor when measuring the success. The list is king: we have 40 here but some experts think that it might account for up to 60%. That's a bunch so it really speaks to the need to have good data that is targeted to customers who will buy. Add to that an offer that will speak to that list. What will make them buy? Testing all of these elements is really important to get the best bang for your buck. Will \$25 or 25% drive the highest response? Lets mess with the fonts and colors – does that make a difference? How about the list? What if we segment the list a bit and add a couple of demographic factors in our list selection? Will that make a difference?



First we'll look at the creative. Now while it's the 20% factor in this equation, its still important. You'll want to test your creative and see which one sells the best – what elements do you want to include? Once you find a combination that works, that's your control. So you spend a lot of time tweaking your control: the color, the font size, lift letter, etc. And through testing you try to beat that control all the time.



Looking at the basics of the creative here – these are the basic shapes that the USPS uses to categorize different types of mail for processing. Now most people know about letters and postcards but you might not know that we call large envelopes flats. And you might be wondering why parcels are included in this: Think samples. These are very effective ways to get customers to buy – nothing works like a sample. We see this a lot in commercial applications where a sample to a company might be just what the company needs to get a lucrative lead for their salesforce. You can find this reference on Postal Explorer – website is pe.usps.gov. The illustrations here come from Notice 123 which you can find on that site in PDF format. You'll also find pricing information for all of our products – shipping, mailing and international.

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!

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So here are some key points about the creative:

1. Offer: You need to work hard on finding an effective offer for your audience. Once you do that you need to repeat it often so customers don't miss it. I have some financial samples here in my office that have the offer on the front and back, front and back of the envelope, and then repeated throughout the text of the letter.
2. Fonts: Don't try to get fancy – use only clear legible fonts. The last thing you want is for your customers to work to figure out what your mailpiece says. Avoid reverse or light colored fonts at all costs – these will hurt your response.
3. Color is an important consideration. You can google Dr. Sigfried Vogel who did some color studies years ago and identified the psychological impact of color. I'm sure some of you have taken a seminar where the leader talked about the mood of certain colors. Well the same thing can happen with direct mail.
4. The power of the P.S. – every sales letter should include a P.S. Why? Eye flow research shows that as consumers scan letters, their eye goes to the P.S. first. This is where you want to have your most compelling language to get the recipient to respond to your offer.
5. Lift letter – this is a little scrap of paper – sometimes called a buckslip that is intended to “lift” response. You might remember the old Publishers Clearing house envelopes that had a yes and a no envelope. If you opened the No envelope there was usually a little yellow slip that told you why you should reconsider. These have been shown to increase response in most cases – ask your self – what extra push might your prospects need to buy? Put that in your lift letter.
6. Control – this has to do with testing – remember we talked earlier – find a formula that works with the creative and then try to beat it. One well known company that you all have heard of once had a control that worked for 28 years – they had a formula that worked and despite all the efforts of new blood, new copywriters and designers, they could not beat a rather simple package for 28 years. That's just phenomenal.



Now we're going to talk about the most important element and that's the list. It makes sense if you think about it. Your house list is the most important asset that your company owns. Its not the product, the building or anything else – because your lifeblood is in the list of those customers. And think about what you know or can find out about those customers - we'll talk more about that in a little bit.

Targeted Customers

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

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

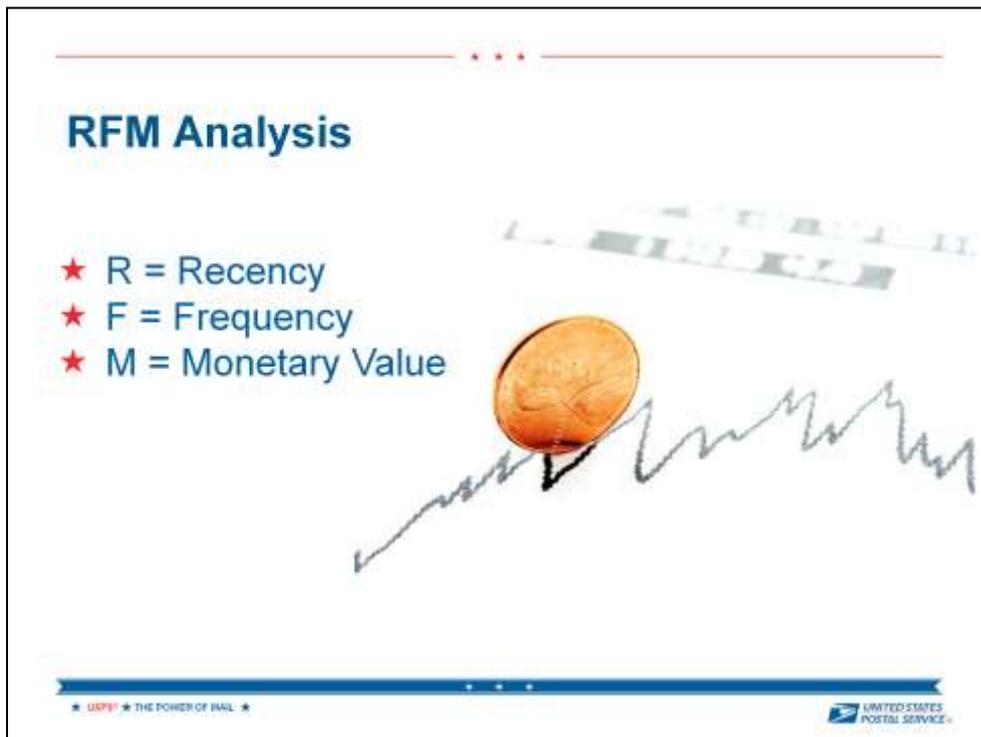
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SRDS:	19107-000
UNIVERSE	
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SOURCE	
Compiled lists, Product Registration & Consumer Surveys	
PERMISSION LEVEL	
Opt-in	
LIST MAINTENANCE	
Market entry	
Counts through	01/03/2011
SELECTS	
3-60 DAY HOTLINE	\$12.00 /M
2.3-6 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
SCP	\$3.50 /M
SCORING	\$12.00 /M
STATE	\$3.50 /M
Value Score	
ZIP	\$2.50 /M
Other Mailings	
Marital Status	

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There are a number of different ways to target customers in an acquisition list but it all comes back to how well do you know your house list? Once you know them you can work with a list broker to determine the profile that you need to find in the list databases. Lists have a number of different factors – we know residential lists can at the simplest level be based on census data. We know where high value customers live because people tend to cluster according to demographic factors right? Another point of reference are psychographic factors – these groups don't cluster in the same way. For instance you wouldn't find a neighborhood of fisherman in most cities – except maybe by coincidence or if the neighborhood was on a lake right? So – geography can play a factor right? Forbes ran an article in 2011 that showed more than 80 percent of household income is spent within 20 miles of a consumer's home. So you might have a good reason to target those close to your business – drive store traffic and capture some of those dollars they are going to spend at local businesses. Buying behavior – obviously a very important factor which leads us into our next slide.

Before we go there however, lets take a look at the graphic here. This comes from SRDS which identifies the lists that are available out there and which factors or “selects” are available for a certain list. The thing to note here is that certain factors cost more than others. Why would that be? *Lifestyle: Premium* probably finds customers with more disposable income and therefore more likely to buy right?



A long standing type of analysis is called RFM. It's a simple system that allows you to assign a value to each customer based on their purchase behavior:

- Recency – when did they last buy?
- Frequency: how often do they buy?
- Monetary: How much do they spend?

When you put your customers into a grid and analyze these three factors on something as simple as an Excel file, you get some idea who you might want to be targeting with your house list. This also leads into a discussion of modeling – where you use the demographic factors of your best customers (possibly through RFM analysis) and use that to rent an acquisition list. Now there are some issues with RFM, the number one issue being you don't analyze what the customer actually purchased. Still its an easy way to segment customers and get more value from your house list.

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?



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If we haven't mentioned it already, always work with a list broker. These folks are your guide to the industry and should be able to provide some expert advice on what lists will best fit your needs. Here are some important questions to ask your list provider:

1. Who has used the list before and repeated – probably the most important list question you can ask. If the prior users look a lot like your company and they used this list more than once, you have a winner. And keep in mind here – we are talking about renting a list, not buying. If you are buying a list, you've got something that will grow stale quickly and may not be updated.
2. So to make the point – updates are vital to list health. About 33% of Americans move each year. If your list isn't updated on a regular basis, you're missing all those updates. 33% is a lot – a lot of wasted effort, postage and resources if you're not doing list updates.
3. Your list broker should be able to help you identify the list source – list brokers know which lists are reliable and which ones are shaky.
4. Finally is the list compiled – meaning did it come from a compiler. Here we're talking about huge list companies that acquire lists based on phone or other directories. If you've never visited one of these companies – it is really interesting watching as they tear apart directories, platte books, etc and scan them into a database. But these are just lists – customer lists are more valuable because you have the buying data that comes with it. You understand the company who is renting the list and their customer profile. That can make a world of difference.



Now we're going to discuss the offer.

What Makes a Good Offer?

Believability

Creativity

Involvement

Save \$25
Offer Expires Dec 21

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Three elements of a great offer:

1. **Believable:** You can't promise the world but you can offer a free gift for acting on the offer.
2. **Involvement:** Make them do something – check a “Yes or No” box, go to a website, scan a QR code, etc. This increases the chances that your offer will be acted on. **NOTE:** Your “call to action” **MUST** be clear. Don't leave customers guessing on the next step. Make it clear and repeat it. Often.
3. **Creativity:** Just about everyone appreciates a **REALLY** clever pitch or a visual element that makes them take a second look.

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!

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Stick to one offer. Avoid using multiple offers in the same piece. Your prospect likely is skimming your mailer, and the slightest bit of confusion could derail your message.

Use language that entices. Even though they're used everywhere, words like "free," "save," "new," "sale" and "guarantee" arouse curiosity.

Produce a sense of urgency. An offer is best when it has a deadline. Phrases like "for a limited time only," "call now" and "supplies are limited" create excitement and encourage folks to respond.

Display it prominently. Don't let graphics, copy or busy colors overshadow your key message.

Tell them how to respond. If you want recipients to bring the mailer in to the store, visit a personalized URL or return a Business Reply Mail™ card, be clear about telling them to do so

Acquiring Potential Customers



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So let's talk about how you can apply these high level concepts on the ground with your customers now. As I mentioned earlier, Direct Mail is one of the best acquisition tools in the marketplace. In fact – that's why most companies use it.

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

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The postal service has conducted research over the past few years studying the way consumers use the mail. This research is called the “Mail Moment” study. This refers to that time at the end of the day when we all arrive at home and open the mailbox to see what’s there. Take a look at how much time consumers spend looking at the messages in their mailbox. (read the stats)

Can you imagine anything like this with other advertising media? That’s the power of Direct Mail – consumers actually look forward to seeing what’s in the mailbox!

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.



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When it comes to retention or loyalty – the 80/20 rule comes into play. Since this is generally the way most businesses are structured in terms of revenue, it's safe to say that your marketing efforts should be aimed at the top 20% of your customers. That means – where you might send out 5-6 mailers per year to your house list, you add two or three additional flights (with exclusive offers) to your best customers. Make them feel special and keep them 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



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Now we know that a lot of marketers and companies have shifted ad dollars to digital marketing channels. And with good reason: Its difficult to imagine a more immediate or engaging channel. Well the great thing is that mail helps break through the clutter. A 2012 channel preference study conducted by Epsilon showed that 73% of consumers have email that they just don't get to. Does that ring true for you as well? I know I have thousands of emails in my Yahoo email box that I never get too. Thousands more that get caught by the SPAM filter. That's not to say email isn't important, but if it is the only channel you're using, you may be leaving money on the table. Mail can act as a portal to any digital content you may have online. By creating a QR code (usually free) online and then putting it on your mailpiece, you have a direct connection to your customers in a channel that 81% spend several minutes with every day. If you do use mail as a hook to your digital marketing space, be sure that you have a mobile optimized site. If you are sending customers to your website, you don't want to frustrate them with a standard PC website.

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



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Let's talk about augmented reality. This is a relatively new concept that allows you to incorporate sound and video to encourage customers to engage with your brand. We have a little icon at the top here – this is our USPS AR app which is available on the iOS app store and on Android. You might have received one of our direct mail pieces during the past year that uses this app. When using AR, you will need to have a specific app that works with the content. The effect is almost magical – changing a static print piece into an animated show that appears to pop right off the page. Again – mail is a great way to get this content to your customers in a medium that they trust. It also gives you the chance to note who engaged with your piece. Work with your provider to build in analytic hooks that shows who engaged, how often they engaged with the piece and more importantly – did their engagement lead to an eventual sale?

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



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So when we think about the items that you'll need to plan for in your direct mail campaign – you have those here on your screen.

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

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So to recap where we've been so far – use mail to get new customers – target those most likely to buy. Manage existing relationships through a loyalty program – and here we're talking about managing your house list. One thing we haven't talked about is how direct mail can reach customers in a geographic area. If you're a retailer, you know that your business rises and falls based on store traffic. You also know that most consumers do 80% of their spending within 20 miles of their home. This calls for a localized marketing solution and direct mail really delivers here.

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

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Every Door Direct Mail specifically is a simple way to get your message into the mail and into the hands of new customers in your neighborhood. This is really our small business solution. If you run a franchise or a standalone business, this is an easy way to get started with the mail. You won't have the degree of targetability that we talked about earlier in the webinar. However with the EDDM tool on usps.com, you can reach neighborhoods that match your target demographic. That's because we've linked up with US Census Bureau data to help you locate those folks and give them a great offer to come into your store – and keep them coming back.

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



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So we have a screen shot here of the EDDM tool. To get started you simply enter your address into the system, decide the radius of customers that you want to receive your message. You can also work with partners who can give you a hybrid version of EDDM that allows you to target according to traffic patterns. So maybe you target the folks who drive past your store every day on their way to work. Combine that with your drive time radio commercials and you have a great one-two punch. The radio can increase brand awareness – let potential customers know that you are there. Then the mailpiece closes the sale. After all, its difficult to get responses from a radio ad – but its easy with mail.

Maintaining Customer Relationships



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Let's talk about how mail and loyalty go together. Loyalty can be very simple – we've all used punch cards at a local pizza shop or a barber. But think about how much you're missing if you aren't collecting the data on your customers. If you know how often a customer comes to your store, how much they spend, etc – what would you do with that data?

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



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Here again – data is what drives response. If you personalize your mailpieces in a way that encourages existing customers to visit your store more often, think of what that could do for your bottom line – especially when we think about the top 20% of your customers. Mail, with the right offer at the right time delivered to the right person, can increase your brand loyalty, win your customers trust by showing them that you really know and understand their needs. Add to that you can turn a good customer into an advocate – someone who will sell for you to their friends with referrals. Surprise and delight your existing customers with incredible offers and build them up to advocate status. Too many companies save their best offers for acquisition while leaving their best customers out in the cold. That goes against the Pareto principle that we talked about earlier. Your best customer should get your best offers.

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*

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So some simple ways to build customer loyalty:

1. Thank you notes – rare in today's world – get noticed. It doesn't have to be fancy – it just shows that you are paying attention to them and appreciate their business.
2. Feedback – the health of your business depends on feedback and customers appreciate the opportunity to provide it. Make it easy for them to respond and include an offer – possibly a cross selling opportunity for you.
3. If you or an employee mess up – apologize. Hot item not in stock? Again – assuring customers that you understand their frustration and want to make it up to them with a terrific offer – say 25% off their next purchase – is a great way to stay in their good graces and keep them buying.
4. And nothing works better than event marketing. If you're a retailer you know this – birthdays, anniversaries or other special days. It just makes the point that if you have a loyalty program, you have to move beyond a punch card and get your customers spending data so you can understand how you should be marketing to them.

Mail Allows You to Measure Effectiveness

What Works? What Doesn't?

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



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We talked about ROI and that's where direct mail really shines. As a mature medium, there is lots of documented methods of measuring your response – or more importantly your conversion rate. Because after all, if customers aren't buying, does their response or click-thru rate really matter? Test the elements of your creative and your offer, tinker with list segments, measure, review and plan for future campaigns. Direct Mail is always a learning process – that's what makes it so powerful.

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."

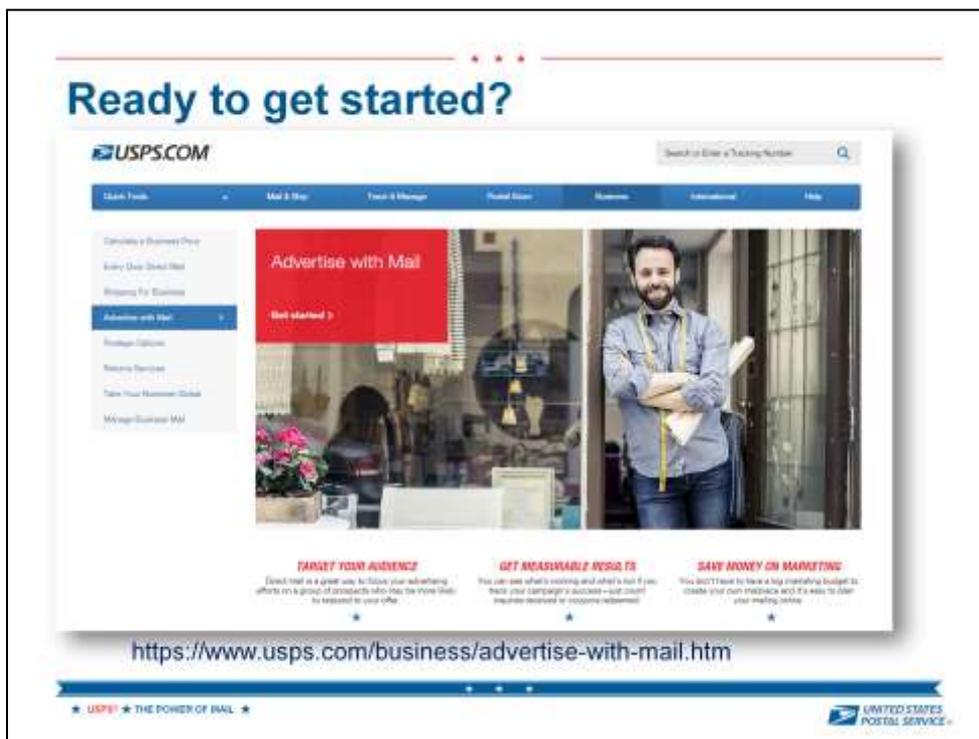
Mike McCormick
Creative Director
Los Gatos Marketing Group



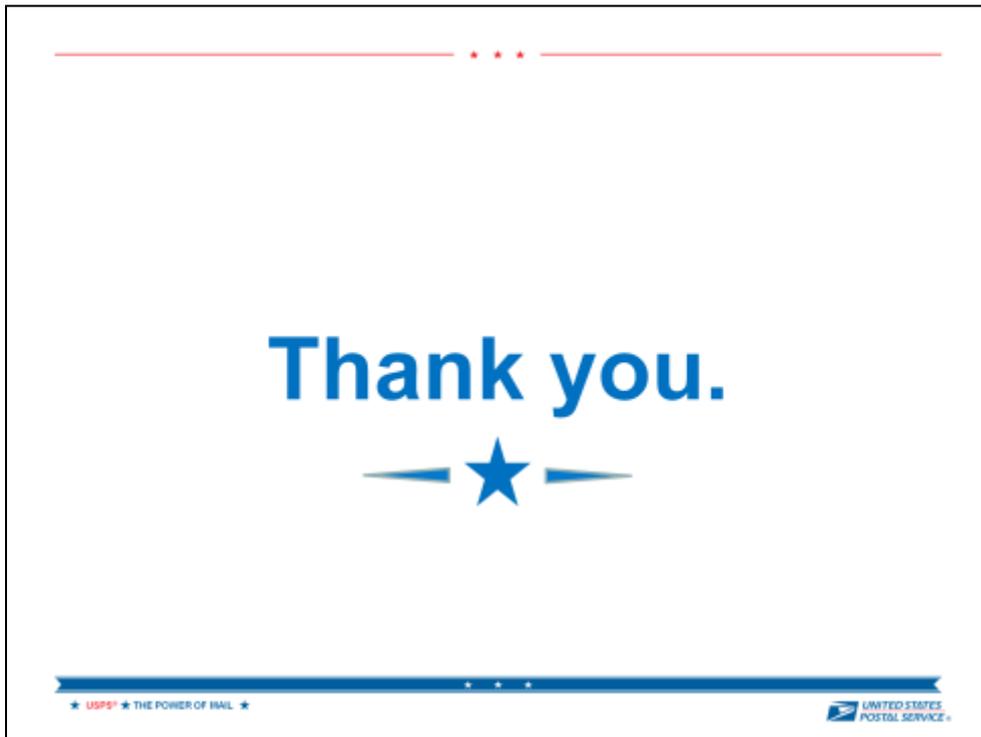
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And that brings us to our final point – DM is not advertising in the traditional sense. I love this quote because it gets right to the point of why businesses continue to use direct mail. The intent behind the medium is to get your customers to respond and respond now! Think of direct mail as your little salesperson in the mailbox. Mail doesn't annoy consumers, they look forward to seeing what's in the mailbox every day and they take the time to go through their mail. So your piece gets the time it deserves depending on how well you do your job. Research has shown that you have 3 seconds to get a customer's attention on the outside envelope and 15 seconds to convince them once they start reading your letter. While that might not sound like much – how much time do consumers give to emails that hit a SPAM filter or if they just want to clean all but personal emails from their inbox?



Visit our website at [usps.com](https://www.usps.com) to get started. You'll find all kinds of resources to help you get started including usps affiliate program participants who can help you get started with direct mail right away. These are mail service providers who can develop a complete solution for your company today. You might also have a local printer/mailer that can help you get started as well. EDDM can be a DIY service that you put together using the tool but more sophisticated mass mailings should be done with a partner company. That's because they generally have the expertise and software to save you money through our worksharing programs.



I'd like to thank you for joining the presentation. I will take your questions now.