



direct marketing guide

stop shouting & start a conversation



Are you thinking what we're thinking? Think Pixa for all things strategy & design!

Pixa | 4050 E Cotton Center Blvd, Suite 68 | Phoenix, AZ, 85040 | 480.380.2201 | thinkpixa.com

the gift of gab

“Direct marketing is a highly effective way to acquire and develop a steady stream of qualified sales leads in both consumer and business markets.”

This is true but what does it mean? Direct marketing is really about cutting to the heart of the matter for an individual and talking directly to someONE versus shouting a generic message hoping the right people hear it.

Simply put, direct marketing is getting the right message to the right people at the right time.



Direct Marketing is all about:

- *growing customer loyalty*
- *expanding sales with current customers.*
- *reducing waste and unnecessary expenses*
- *increasing response rates*
- *leveraging customer data to grow your business.*

benefits/pitfalls

wow!

- Exact targeting of specific prospects or customers
- Personalized messages with exclusive and relevant offers
- Ability to create an emotional connection
- Create relevant follow-up communications through data validation
- Campaign tracking to measure response rates and your return on investment



watch out!

- Poor quality customer data or misuse of data
- Designs that require extra postage fees
- Non-compelling offer or lack of customer engagement
- Non-compliance with Postal Regulations
- Lack of ROI measurement tools and tracking

strategy

The most critical component of a successful direct marketing campaign is having the right strategy. By developing a strategy, you will be able to generate qualified leads and convert those leads into profitable customers to generate a higher ROI.

The bottom line of the strategy is to create a plan and execute it. Measure and analyze the results, then make adjustments and continue developing a closer relationship with your most valuable customers or prospects.

It's Easy. Just ask yourself these key questions:



What is the desired outcome of the direct marketing campaign?



Who is your target market?



What is your budget?



What communication channels will be most effective to reach the target market?



How will any new information be uploaded to your CRM or customer database?



How will you know the direct marketing campaign was effective?



database management

Effective database management includes frequent updates and cleansing. This means reduced costs and increased effectiveness.



Keep it clean people! Managing your database.

- You will have the most success with your current, in-house customer list
- Profile your current or prospective customer based on behavioral and demographic characteristics
- Identify and score your customer base to determine the most profitable and least profitable customers

creative

As part of the creative process, the best place to start is with a creative brief. This is an overview of the direct marketing purpose which enables a designer or art director to develop a creative piece based on your objectives. It is a vital part of the design process and a tool to build consensus, align expectations and stay focused on objectives.



relevance

Depending on your strategy, you can choose to send the same message to everybody, or send a highly relevant message to each individual.

Relevant creative and copy is also based on understanding your target market and properly segmenting your customers. Refer to your creative brief to make sure you are on target regarding imagery and headlines that are identifiable with your market. For copy, review the demographics and psycho-graphics of your customer and write copy that is clear and concise, but also reflects the tone of your brand.

Another item that is often overlooked in direct marketing is the reply mechanism. Be sure the response channel is also aligned with the target.



fulfillment & production

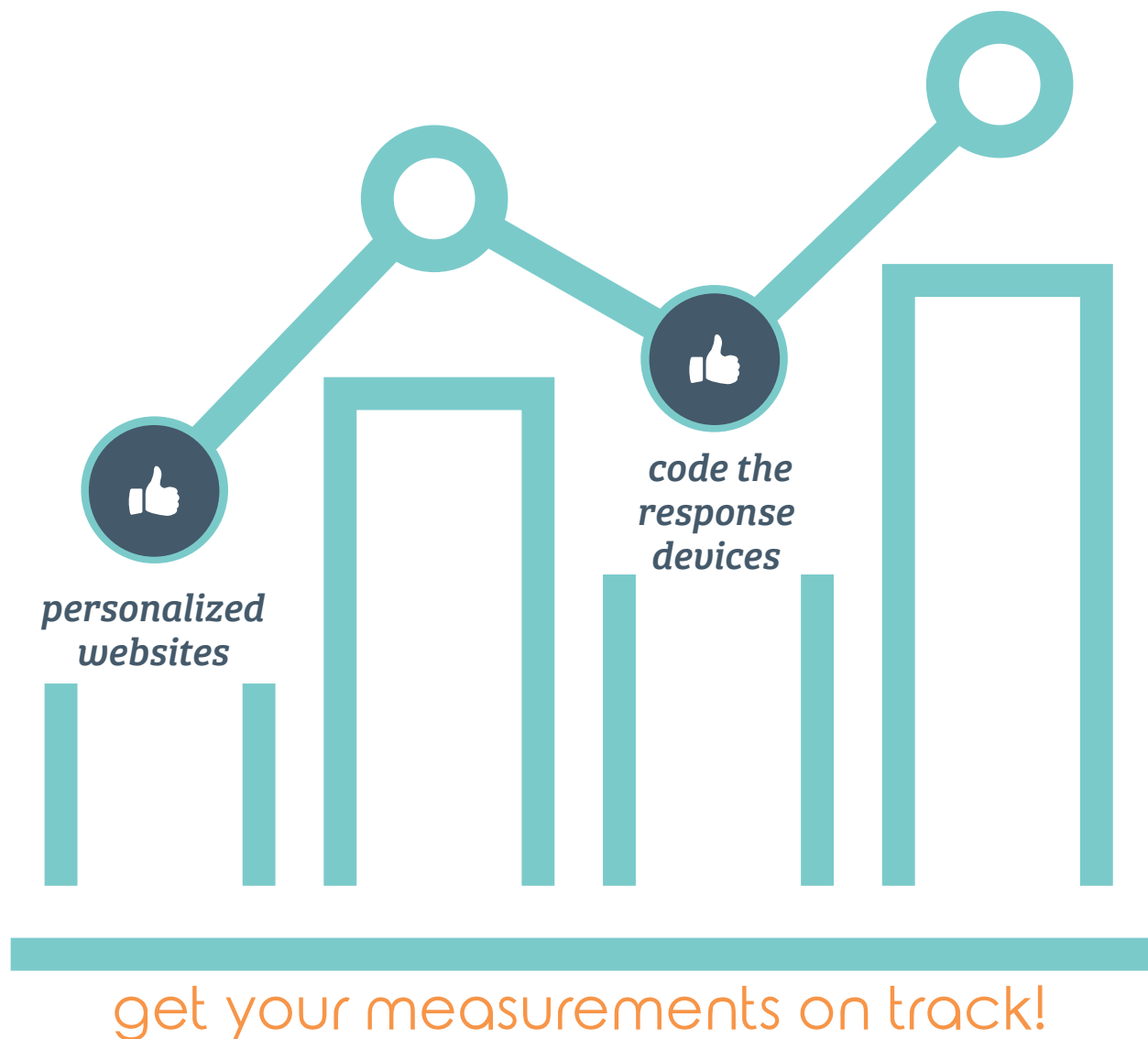
The most extensive changes in US postal regulations are taking place in 2009. The USPS is attempting to reduce or minimize undeliverable mail. Producing USPS compliant direct marketing pieces is critical to retaining your mailing discounts and ensuring delivery of your campaign pieces. Be sure to deal with firms that have experienced Mail Piece Quality USPS Certified staff managing your projects.



measurement

Once you've defined a strategy, the next most important planning element is how you will track and measure your campaign. For example you could code the response devices to be able to track effectiveness or utilize a personal website, which also includes real-time tracking.

Tracking tools will enable you to also calculate your ROI and cost per acquisition. Always conduct a post-campaign analysis to evaluate the overall success of the campaign.



oh, hey there!

Allow me to introduce myself...or should i say selves?
Pixa is actually split into two mini brands, Pixa Creative & Pixa Direct.
Two is better than one, right? We like to think so.



Our super skilled marketing department, where we combine talented design with innovation and execution.



STRATEGY
& DESIGN



LEAD
GENERATION



DONOR
NURTURING

thinkpixa.com



Our print and mailing house where we're known for direct mail marketing, variable data print and our web-to-print solutions.



PIXA PRINT
PORTAL



CORPORATE
PRINT



DIRECT MAIL
MARKETING

pixadirect.com

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