



direct mail marketing

the ultimate guide



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

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so, why use direct mail marketing?

When a quick Google search for “print is dead” returns over 3 million results, it isn’t hard to see why marketers might question its value as a marketing channel. In an increasingly digital and connected world, the old classic – direct mail marketing – is often underestimated and overlooked. Yet it continues to be one of the best ways to reach your target market directly.

Trends in the digital space have moved businesses towards using big data to deliver individualized and hyper-targeted messaging, but the reality is that these capabilities and challenges aren’t new at all. Direct mail marketing has been connecting people and brands since before the internet was invented.

Does that mean direct mail marketing hasn’t evolved and matured? No. It’s never been easier to personalize, track and improve your direct marketing campaigns to be more cost effective and increase sales. The days of random, untargeted mass mailers are over.

While digital ads may follow us everywhere we go, there is still one place we can always expect our audience to return to – home.



direct mail strategy

1

focus on the who

a fantastic picture will never make up for your ad going to the wrong person. Define your audience before setting pen to paper.

2

personalize the message

The beautiful (and daunting) thing about how much information marketers now have at their fingertips is the ability to customize every message for the end user.

3

create a persuasive offer

Make it easy for them to respond with an offer they can't refuse.

4

Cross promote with online channels

An integrated marketing strategy will take your efforts and make $1+1=3$.



benefits of direct mail

It Gets Noticed...

- B2C companies ranked print promotions as the third most effective channel behind SEO
- Consumers consider direct mail less intrusive and more memorable than digital forms of advertising

It's Easily Shared...

- Consumers keep mail, display it in highly visible areas of their homes and even share it with others

It Drives Traffic...

- Whether it's to drive a store visit or purchase, mail delivers a call to action that resonates

It's Trusted...

- When making a purchase decision, 82% of respondents selected print ads as the most trusted advertising channel
-

Direct mail is a vital part of any integrated campaign. Understanding your audience and how it interacts with printed pieces is an important part to developing a successful campaign.



60% of all ad mail recipients will visit a website if the ad lists one



Sources:

"Why Direct Marketing is Winning in the Age of the Internet" Marketing Profs, May 2017

where to start?

FOCUS ON THE WHO

A successful direct mail marketing campaign is comprised of three essential ingredients-audience, offer and design (or creative).

Since the audience you choose is the most important ingredient, start there.

Your list should tell you as much as possible so you can triangulate in on a target audience and customize your message to them.

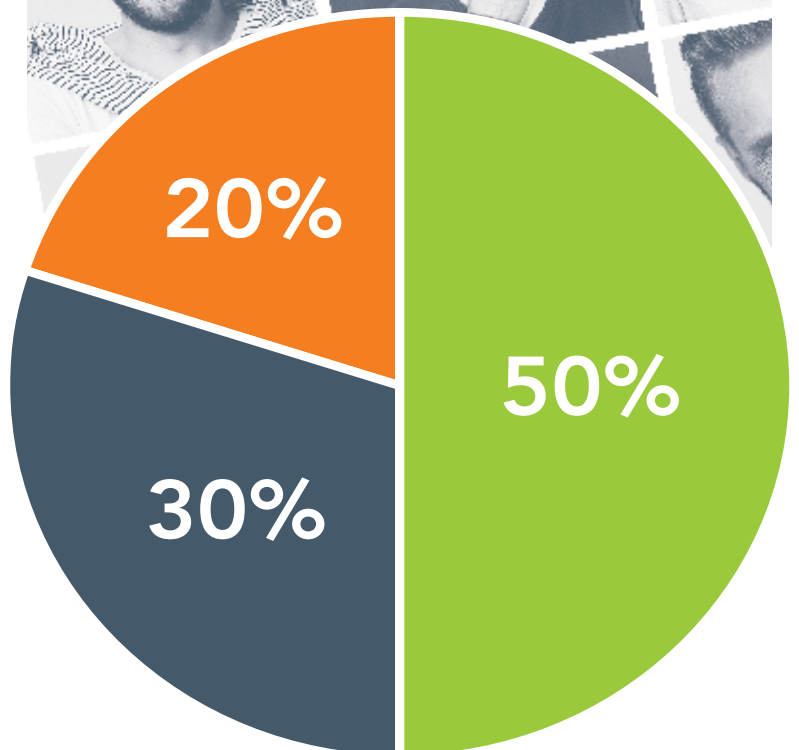
Who are they? Where are they? What do they need? How do they shop? How often do they shop? Are they married? With kids? Pets? Educated? What do they do? Where are they from?

Audience is the MOST important ingredient in any successful direct mail campaign.

 AUDIENCE

 OFFER

 DESIGN



audience: the list

Data Sources

Let's get started! Deciding who to send to is step one. Depending on what you're trying to achieve there are different data sources to consider.

Your Own Database or CRM

Customers and prospects you've already gathered into a CRM

- Needs to be clean, consistent, and up to date

Response Lists

People who have responded to another marketer like magazine subscribers, event or webinar attendees, donors

Purchased Data Sources

Wider market coverage, prospects from directories, government records or other sources

- Benefits include Finding Prospective Customers, Ending List Fatigue, Cleaning Customer Data, Finding Missing Information, Creating Custom Lists, Ordering Data Online
- Demographic data can include and exclude almost any data point



Building a Highly Valuable Database

Add to existing prospects in your database as you continue to engage them in ongoing campaigns

- **B2C data**
Email address, birthday, hobbies, anniversary with the business, gender, age, marital status, family data (kids, pets), household income, occupation, purchase history (what, when, how often)
- **B2B data**
SIC code, size of firm, revenue, number of employees, communication history, response to past marketing programs, lead source, purchase history (what, recency, frequency, amount), additional decision makers

the offer

Make Them an Offer They Can't Refuse

A strong offer helps to ensure strong results. Your target audience wants to know "What's in it for me?"

TYPES OF OFFERS

1

discounts

- buy one, get one free
- percentage off, dollars off
- rebate
- introductory price
- seasonal or holiday discounts

2

promotions

- premium on inquiry
- premium on order
- premium on payment
- free sample
- sweepstakes or contests
- free downloads

3

payment term offers

- free trials
- bill me later
- installment billing
- money-back guarantees
- free shipping

4

valuable information (B2B)

- best practices white paper
- research report
- newsletter subscription
- case studies
- infographics
- calculators



the offer

Copywriting Tips When Pitching Your Offer

- Clear, active voice CTA's (Call to Action)
- Friendly & personable tone
- Use benefits vs. features to answer the "what's in it for me?"
- Create an offer that is believable and trustworthy. Testimonials and guarantees can help.
- Keep it Simple. Focus on the offer, not the product
- Make it easy to respond (phone, mail, website, in person, email)



the creative

You don't need to go out and hire Don Draper to help you with the creative. The important thing is to get your message across to your readers. The design must be professional, clear and relevant to your target audience.

With just a few seconds to capture the attention of your audience a clean and simple design works best.



**70% of
Americans say
that physical
mail is more
"personal" than
email.***

Sources:
"Why Direct Marketing is Winning in the Age of the Internet" Marketing Profs, May 2017

personalization

Show Me You Know Me

Welcome to the future. It's 2017, my friends. Life moves fast, and when it comes to marketing, you need to keep up. People today expect more and more personalization in their marketing communications. And I'm not just talking about their names. You need detailed information on your customers and prospects in order to catch their attention. The more you know about them, the better you can market to them.

CUSTOM COMPONENTS

NAME

Connect with people by using their name directly or their company's name.



IMAGE

Change images based on the recipient's age, gender, interests, etc.

HEY JULIE!

Get
50%
Off!

juliespurl.com

OFFER

You can change the offer based on past buying history or other behavior.

PERSONALIZED URL

Use a personalized url (purl) to track responses and catch attention.

cross channel marketing

INTEGRATE DIRECT MAIL MARKETING WITH ONLINE CHANNELS

There's no real "lone wolf" when it comes to marketing channels. Email, direct mail, social media, etc. — they all work best in tandem with another.

Providing information in a variety of formats means a more personalized and satisfying experience for your audience. That, in turn, translates to a boost in ROI on your marketing.



***7 out of 10
companies
surveyed feel
having an omni-
channel strategy
is critical.***

Omni-channel is the future of marketing!

Sources:
<https://www.neustar.biz/resources/whitepapers/mcm-omnichannel-personalization-survey-analysis-report.pdf>



cross channel marketing

pURL's are a Marketer's Best Friend

These days a good marketer has access to more data about us than we know about ourselves. With access to data, the ways to personalize marketing campaigns are virtually limitless. Using a personalized URL or pURL is a logical step to creating that custom environment for your target market. A case study from PODi shows the dramatic effect a pURL has on marketing campaigns versus a static, same to all message. The response rates on average were 4 times greater with a pURL.

RESPONSE RATES

2.4%

static

vs.

8.2%

pURL's



List was a combination of a house and purchased list

Source: Caslon analysis of PODi and DMA data

Source: <http://www.associationadviser.com/wp-content/uploads/2015/05/Caslon-1-to-1-Response-Rate-Report.pdf>

cross channel marketing

On Your Mark! Get Set! Go!

This is where the action is! Setting up some sort of automation triggered by actions of your audience or events to send a targeted email is where you can provide value and relevance. Getting the right message to the right people at the right time is what effective marketing is all about.

Automation should be guided by the audience's timeline, not the marketer's. Following are some suggested trigger email types according to Hubspot



53%!
*of emails are opened
on mobile devices!*



AUTOMATICALLY TRIGGER EMAIL CAMPAIGNS WHEN PROSPECTS...

- Download an Educational Offer
- Take One Action in a Series, but Not the Next
- View Specific Content
- Abandon an online shopping cart
- Mention your company or share content
- Request information

Source: <https://blog.hubspot.com/marketing/triggered-emails-marketing-automation>

cross channel marketing

FACEBOOK DIRECT MAIL LISTS

Merging your existing direct mail list with Facebook Ads helps you reach people when they're most engaged, on their desktop or mobile devices—and increases the likelihood they'll visit your store or website. It is also possible to use your existing lists to create a Look-Alike list that targets new prospects that match the demographic data of your current client profiles.

How it works:

Facebook works closely with trusted data partners to ensure a seamless transition from your direct mail list to your Facebook Ads.



Start with your direct mail list.



Upload your list and Facebook will match it to people on Facebook.



Then, run ads to reach those people.



+75% 

One success story highlighted by Facebook showed a 75% lift in weekend sales from a print flyer + Facebook flyer combination when all variables were the same.

measurement is critical to success

39%
of
marketers
will
prioritize
tracking
ROI from
campaigns
in 2017

Source: Hubspot State of Inbound 2017

What to Measure:

- Response Rate
- Sales
- Change in behavior
- Information

Trackable Methods & KPIs

- Printed coupons or gift cards
- Unique campaign URL or PURLs
- Tracking codes on reply cards and envelopes
- Promo codes
- Unique phone numbers
- Associated email responses
- Downloads
- Website views



testing checklist

THINGS TO TEST:

Even the most subtle changes can have a dramatic impact on the results. Be careful not to change too many things at once in your testing so you can pinpoint the change that worked.

- ☐ the list
- ☐ the offer
- ☐ headlines
- ☐ CTAs
- ☐ images
- ☐ color
- ☐ format
- ☐ timing



ongoing communication planning

As with any marketing strategy, success comes with consistent execution of thoughtful, tried and true tactics rather than wasting money with big splash marketing. A marketing plan and a content calendar are essential for staying on top of things, but don't let that overwhelm you! It can be as simple as an outline of goals, metrics, and what you're doing to get there. Once you have that you can set timing to your action items and call it a day! Of course, if you work with Pixa we can manage all of that for you!

BENEFITS OF A CONTENT CALENDAR

- Manage the creation, maintenance and promotion of all marketing content in one place
- Easily see what's going on in a given month at a glance
- Track effectiveness of your content marketing



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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