

# YOUR ROI IS IN THE MAIL

Some people are saying that direct mail is a thing of the past—but before you bust your entire marketing budget in the digital realm—consider a few facts that might change your mind when it comes to weaving traditional and digital approaches together to drive your marketing efforts.

# 70-80%



## WHY DOES DIRECT MAIL STILL MATTER?

### DIRECT MAIL EXCEEDS EMAIL OVER 28X

THE GROWTH OF DIGITAL PRINT IS EXPECTED TO DRIVE THE GLOBAL PRINTING INDUSTRY TO **\$980 BILLION** by 2018 According to a 2014 Smithers Pira market report

# 79%

OF CONSUMERS WILL ACT ON DIRECT MAIL IMMEDIATELY

ONLY **45%** SAY THE SAME OF EMAILS

According to the Direct Marketing Association (DMA)

# 51%

OF PEOPLE PREFER DIRECT MAIL FROM LOCAL SHOPS AND 48% FROM BANKS

# 3.4%

response rate for existing customers with direct mail campaigns

**.12%** of typical email campaigns

## FOR 5,000 PROSPECTS

**175** RESPONSES FOR DIRECT MAIL

**65** RESPONSES FOR EMAIL



UTILIZING DIRECT MAIL TO SPUR VISITS TO YOUR WEBSITE REMAINS A VIABLE AND EFFECTIVE MARKETING TOOL

## WHY IS OMNICHANNEL MARKETING NECESSARY?

# 80%

of marketers planned to run cross-channel marketing campaigns in 2014

e.g., email, direct mail, radio, TV, social media, PPC

\*According to a 2014 Experian Marketing Services Report

# 38%

of marketers planned to use 3 channels

# 29%

planned to fuse 4 channels together



## DIRECT MAIL AND EMAIL: A POWERFUL COMBINATION

### RESEARCH SHOWS:

Customers spend **25% more** when businesses use both direct mail and email marketing

Prospects are **10 to 20% more likely** to convert on a direct mail offer versus an e-mail offer

E-mail in conjunction with a direct mail campaign achieves better

- Brand awareness and recall
- Increased ROI
- User-friendly customer experience

## KEEP YOUR OPTIONS OPEN FOR ALL AUDIENCES

SAVVY CUSTOMERS WHO ARE WELL VERSED IN EMAIL PRACTICES ARE BLOCKING OUT SALES MESSAGES WITH ADVANCED FILTERS

IN 2015, THE AVERAGE PERSON IS RECEIVING AROUND 125 EMAILS PER DAY AND MANY OF THOSE ARE GOING STRAIGHT INTO THE DIGITAL TRASH CAN

41% OF SENIORS 65+ DO NOT USE THE INTERNET AT ALL

According to a 2013 Pew Research Center Report

DIRECT MAIL IS PERCEIVED AS A DAILY GIFT. DIRECT MAIL CAN SEAMLESSLY CONNECT THE DIGITAL AND PHYSICAL WORLD TOGETHER TO CREATE A STRONGER BRAND EXPERIENCE FOR YOUR CUSTOMERS



## TARGET MARKETING AND ACCURACY

### FLEXIBILITY AND CUSTOMIZATION

DIRECT MAIL OFFERS CUSTOMIZABLE CONTENT WITH MULTIPLE ELEMENTS OF PERSONALIZATION

PRINT TECHNOLOGIES MAKE IT EASY TO CREATE CUSTOMIZED MESSAGING ON THE OUTSIDE OF THE ENVELOPE

# 70%

of consumers are more likely to open mail with color text/graphics on the front before opening pieces with no headline/graphic

INSERTS CAN REINFORCE YOUR MESSAGE WITH FACTS, FEATURES, AND TESTIMONIALS

### DON'T STICK TO ONE FORMULA

MAILINGS SHOULD RELATE TO EACH OTHER TO REINFORCE BRAND IMAGE, BUT SHOULD VARY IN STYLE AND FORM



### HIGHLY MEASURABLE RESULTS

DIRECT MAIL ALLOWS MARKETERS TO SEGMENT RECIPIENTS BY BEHAVIORS, DEMOGRAPHICS, AND GEOGRAPHY



Indicating recipients' income, interests, location, etc.

## KNOWING EXACTLY WHO YOU'RE REACHING

DISCOVER DATABASES THAT HELP FILTER RESULTS BASED OFF OF YOUR SPECIFIC NEEDS

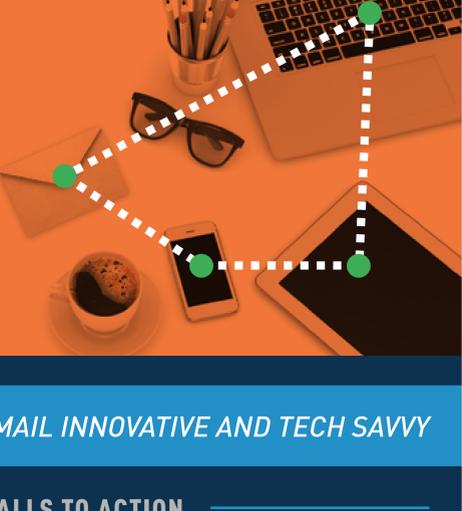


- Look-a-like customer lists
- Business prospect lists
- Hotline mailing lists for major life event changes e.g. new parents, homeowners

Purchase mailing lists to increase database numbers

Develop in-house databases

GENERATE MORE LEADS, MORE TRAFFIC, AND CONVERT MORE CUSTOMERS WHEN YOU INTEGRATE YOUR CUSTOMER DATA WITH EMAIL, TEXTING, WEBSITES AND TRADITIONAL MAILING CAMPAIGNS



## HOW TO KEEP YOUR DIRECT MAIL INNOVATIVE AND TECH SAVVY

### DIGITAL CALLS TO ACTION



CONTRARY TO POPULAR BELIEF—DIRECT MAIL DOESN'T HAVE TO BE BORING!

Consumers prefer to respond to direct mail using web-based services. Direct mail can be empowered with tools to help facilitate this online connection.

### MOBILE INTEGRATION MAKES DIRECT MAIL COME TO LIFE

#### PERSONALIZED URLS (PURLS)

PURL response rates nearly 2X traditional direct mail pieces

Know who, what, when, and where in real-time by receiving immediate customer response information when you add a PURL to your mailing campaign

Keep people in the loop by driving them to your website, blog, or social media channels



DIRECT MAIL IS A TIME TESTED, RELIABLE METHOD, THAT GENERATES SUBSTANTIAL ROI AND RESULTS



TO LEARN MORE ABOUT HOW YOU CAN ENRICH THE CONNECTION BETWEEN YOU AND YOUR CUSTOMERS THROUGH DIGITAL AND TRADITIONAL COMMUNICATION CHANNELS, VISIT [WWW.UNITED-MAIL.COM](http://WWW.UNITED-MAIL.COM)

### SOURCES

- <https://www.cmocouncil.org/facts-stats-categories.php?view=all&category=direct-marketing>
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