



## The Case for Direct Mail

### Today's Low Mail Volume = Opportunity

With the overall economy still down and with so many companies moving their marketing efforts online, mail volume has dropped tremendously. The resulting empty mailboxes present a unique opportunity. While competition to get noticed in email in-boxes just keeps growing, a well-crafted direct mail package is now far more likely to garner attention than before.

### The Advantages of Direct Mail

While both "snail mail" and email allow for targeted marketing, direct mail has some distinct advantages:

- **High Delivery Rates** - If your mailing list is current, nearly all of your direct mail will get delivered. Email, on the other hand, must get past spam filters, service provider issues and more.
- **High Readership Rates** - While many people review their email inboxes with their fingers on the "delete" button, studies show that 80% of consumers will at least scan the direct mail they receive.
- **Nearly Limitless Format Options** - Direct mail offers virtually unlimited formatting options, from postcards and envelopes (of all sizes and colors) to mailing tubes and boxes.
- **Much More Space** - With direct mail you have as much space as necessary to tell your story and deliver a compelling message in one package. You can include letters, brochures, coupons, photos, DVDs, product samples, small promotional items and more.
- **Extreme Personalization** - It is now possible to personalize every element of a direct mail package, without the expense of multiple print runs. For example, you can create a 4-color brochure in which everything from the text to the photos are personalized based on particular fields in your database.

The bottom line: with so much less competition, now's an ideal time to consider adding direct mail to your marketing mix.