

Direct Mail for 2017 and Beyond December 14, 2016

By Summer Gould, President, Eye/Comm Inc.







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Who am I?

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I have worked with direct mail for 25 years and have seen the good, the bad and the ugly.

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Overview

- 1. How direct mail can drive online engagement
- 2. Tips on how to create direct mail recipients want to receive
- 3. Technologies that increase direct mail's effectiveness
- 4. Direct mail's unique qualities
- 5. Fun Direct Mail Ideas
- 6. USPS Promotions for 2017







How direct mail can drive online engagement

• White papers/Ebooks: Provide a URL on your direct mail piece for prospects or customers to download a white paper or ebook.

White Papers

Pros, Cons, Examples & Best Practices











 Contests: Get people to engage with your customers on the web or social media with contests.







• **Coupons**: People Love great deals. Coupons are a good incentive to go online, so add them to the direct mail piece.











• **Registration**: Provide a URL for online registration for an event on your direct mail piece.







 Information: Online you can provide a lot of details on your product or service.







Create direct mail recipients want to receive

What people like about direct mail:

- Its delivered to their home through no effort on their part
- It can be fun
- A way to save money
- It's informative
- It's easily kept for future reference or use











Direct mail statistics you should know: (as reported by InfoTrends in Jan. 2016)

- 66% of direct mail is opened.
- 82% of direct mail is read for a minute or more.
- 56% of consumers who responded to direct mail went online or visited the physical store.
- 62% of consumers who responded to direct mail in the past three months made a purchase.







Keeping all of this in mind, ask yourself the following questions about the direct mail you provide your customers:

- How can you change the way you send direct mail?
- Are you focused on the consumer and what is in it for them?
- Does the mail have a clear call to action and the benefits consumers get by responding?





- Does your customer have landing pages designed to go along with the mailer that focus on the consumer?
- Are they using responsive design so consumers can view the information on mobile devices?
- Get various people around your organization to critique for you.







Technologies that increase direct mail's effectiveness

Here are 4 ways to "tech up" your next direct mail campaign:

• **QR Codes:** You can create personalized QR codes so that the content is unique to each person or just generic for the entire campaign.











PURLs: A personalized URL will provide a personalized landing page and content as you need it.











 Augmented Reality: This can be a very sophisticated technology to integrate with direct mail. Think of the Pokémon Go craze recently.





 NFC: Near Field Communication can be a great technology if only we can get Apple to enable it on iPhones.









Direct mail's unique qualities

6 ways direct mail can be exploited

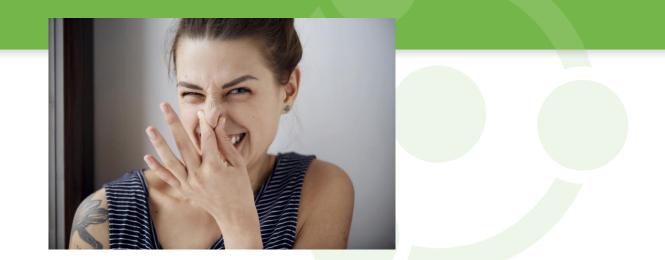
• **Texture**: You can use textured paper or special coatings to create awesome to touch direct mail.











• Smell: Scent is a very powerful sense. It has been known to trigger many memories.





- Ink: There is a wide variety of reactive inks now. A few examples are:
- 1. Conductive inks: They become part of a circuit and activate a device.
- 2. Leuco Dyes: change color with variations in temperature.
- 3. Thermochromatic: Are heat sensitive dyes.
- 4. Optically Variable Ink: contain metallic materials that change appearance when viewed from different angles.
- 5. **Piezochromic**: change appearance under pressure.











 Saved: Unlike other channels, direct mail can easily be saved and used when needed.





 Remembered better: Studies have shown that print is remembered better than online content, so make sure they remember what you want them to.











• **Tracking**: Using USPS tracking allows you to know when the mail has been delivered.





Fun Direct Mail Ideas



- **Dimensional Mail** Dimensional mail are mail pieces that are not flat like normal, but have dimension such as boxes or tubes.
- Endless Folds Create a fun and entertaining mail piece by taking a normal folded piece and creating a whole new look with endless folds.
- Video Technology has created something you are going to love to add to your client's direct mail. Mailers with video screens!
- Fun Have you considered how to have some fun with your customer's direct mail?





USPS Promotions

Take advantage of postage savings that the USPS is offering!

- Earned Value Jan June 2017
- Color Transpromo July Dec 2017
- Emerging & Advanced Technology Mar Aug 21017
- Tactile, Sensory & Interactive Engagement Feb July 2017
- Direct Mail Starter May July 2017
- Mobile Shopping Aug Dec 2017









10 Things to Remember

- 1. Get creative with your direct mail to stand out and engage people
- 2. Use direct mail to drive people to your customer's online content
- 3. Gather information about recipients to add to your database
- 4. Add technology with PURLs, QR Codes, Augmented Reality, NFC and more
- 5. Include texture with special coatings to add pop on self-mailers and postcards







- 6. Target people on your mailing list with specific offers based on what they want
- 7. Provide multiple ways to respond
- 8. State your call to action clearly; give them a reason to respond
- 9. Track the results.
- 10. Postage is the most expensive cost.









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Questions?







