



Webinars

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.





- **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?

