

STRATEGIES FOR CUSTOMER CONTACT IN DIRECT MAIL

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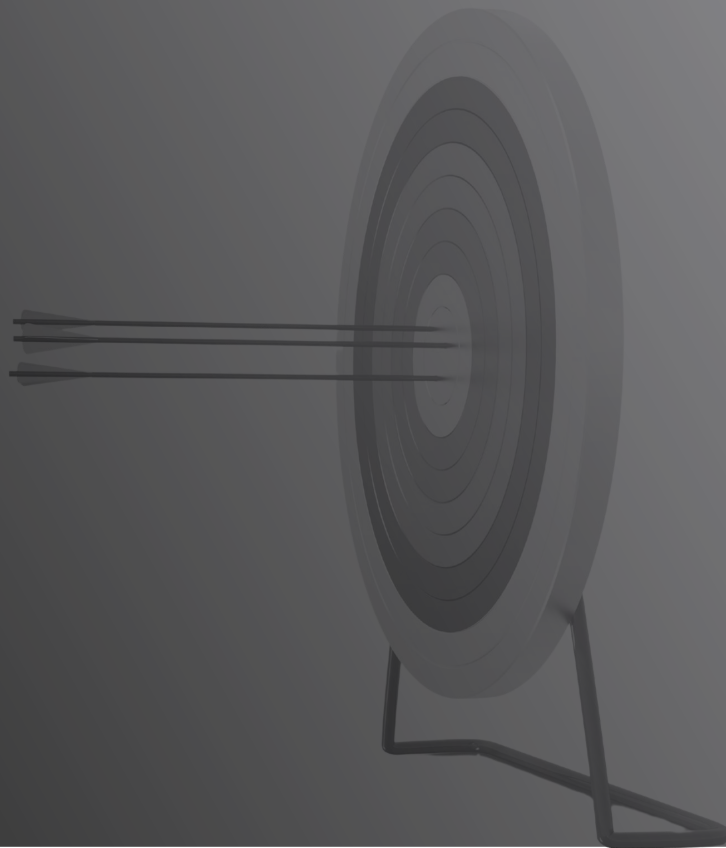
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INTRODUCTION

Direct Mail Marketing is still the easiest and most cost-effective method of delivering a meaningful message to your ideal customer. Whether you need to keep in touch with existing customers or need to generate new business, an effective direct mail campaign that utilizes eye-popping graphic design, targeted lists, beautifully printed, materials and fast and efficient mailing services is still the best method for customer engagement.



CHAPTER

1

Why Choose Direct Mail



5 Reasons to Send Direct Mail

1

Everyone gets mail.

Most people have a mailing address and **98% of people check their mail daily**. Postal mail is also one of the few holdovers from the pre-digital era that has stood the test of time.

2

It's cost-effective.

While upfront costs are higher, **direct mail's cost-per-lead ratio is as low or even lower than digital**. It also garners x10 the response rate of email.

3

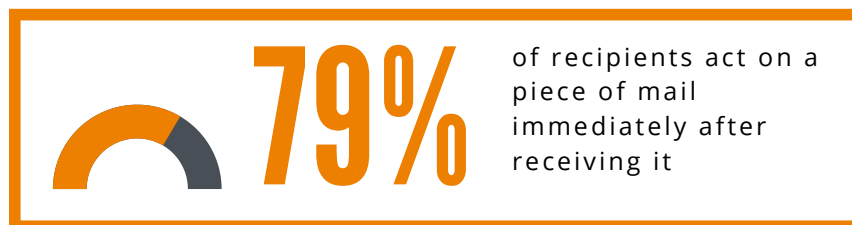
Local businesses can target the local community.

With direct mail, you can reach out to people who want to hear from you. You can target by demographic or location, down to a specific neighborhood. **Specific targets save money.**

4

Direct mail inspires immediate action.

A piece of mail is more unique than an email, and there are less distractions when your audience is opening physical mail. Focus on eye-catching materials to inspire action.



5

The benefits are tangible.

With unique designs, direct mail can create a physical experience for customers.

CHAPTER

2

Who Do
You Send
It To?



How to Think of Your Customers

Choose an audience.

First, profile your ideal customer. ***What are the demographics of your customers?*** Where is your customer physically located?

Develop several profiles of ideal customers.

Use your records to compile demographic information about your past customers. ***Look for commonalities: homeowners, household income, age, etc.***

Customers most likely to respond to mail are existing or previous customers, referrals, people who responded to direct mail in the past, and people who have a need for your service.



Understanding the Differences Between Demographics

What makes each generation, gender, socio-economic profile, etc. respond to a campaign?

How can you utilize this to strategize marketing?



Baby Boomers

If your business caters to the baby boomer generation, you're in luck: ***there are a lot of them.***

1 Baby boomers make up about **1/4** of the U.S. population.

2 They control about **70%** of disposable income.

3 They are most likely to respond to direct mail.



30%

influenced by direct mail in last 6 months to make purchase

Baby boomers require a specific approach:

- ✓ **Be direct**
- ✓ **Reduce vague promises or descriptions**
- ✓ **Put the details in print**
Reduce ambiguity and preemptively answer questions.
- ✓ **Nix the retiree stereotypes**
They may share more in common with their children (Gen X/Millennials) and are interested in adventure and change more than stability.

Shoot straight, focus on a message, and design around their values.

Younger Generations

1

It's an unexpected fact that younger generations are responsive to direct mail.

Research shows they are *less likely to set aside mail*.

2

92% of young shoppers say *printed materials are more trustworthy than digital*.



There are several reasons younger generations like receiving direct mail campaigns:



Digital Oversaturation

They are suffering from *digital marketing fatigue* because of repeated interaction with devices each day. This leads to more marketing exposure. In comparison, direct mail only comes once a day in one form.



Personalization

Printed contact feels *more personal* and feels more like *human-to-human contact*. It's less disposable than spam email.



Tactile

Engaging the sense of touch for digitally-entrenched customers is important.



Digital Crossover

Be sure to include something that connects to digital life for younger customers, like a **QR code** they can scan.

Temporary Demographics



Some groups are formed by current events, such as college students or people home during the COVID-19 pandemic. Take three steps to target temporary demographics.

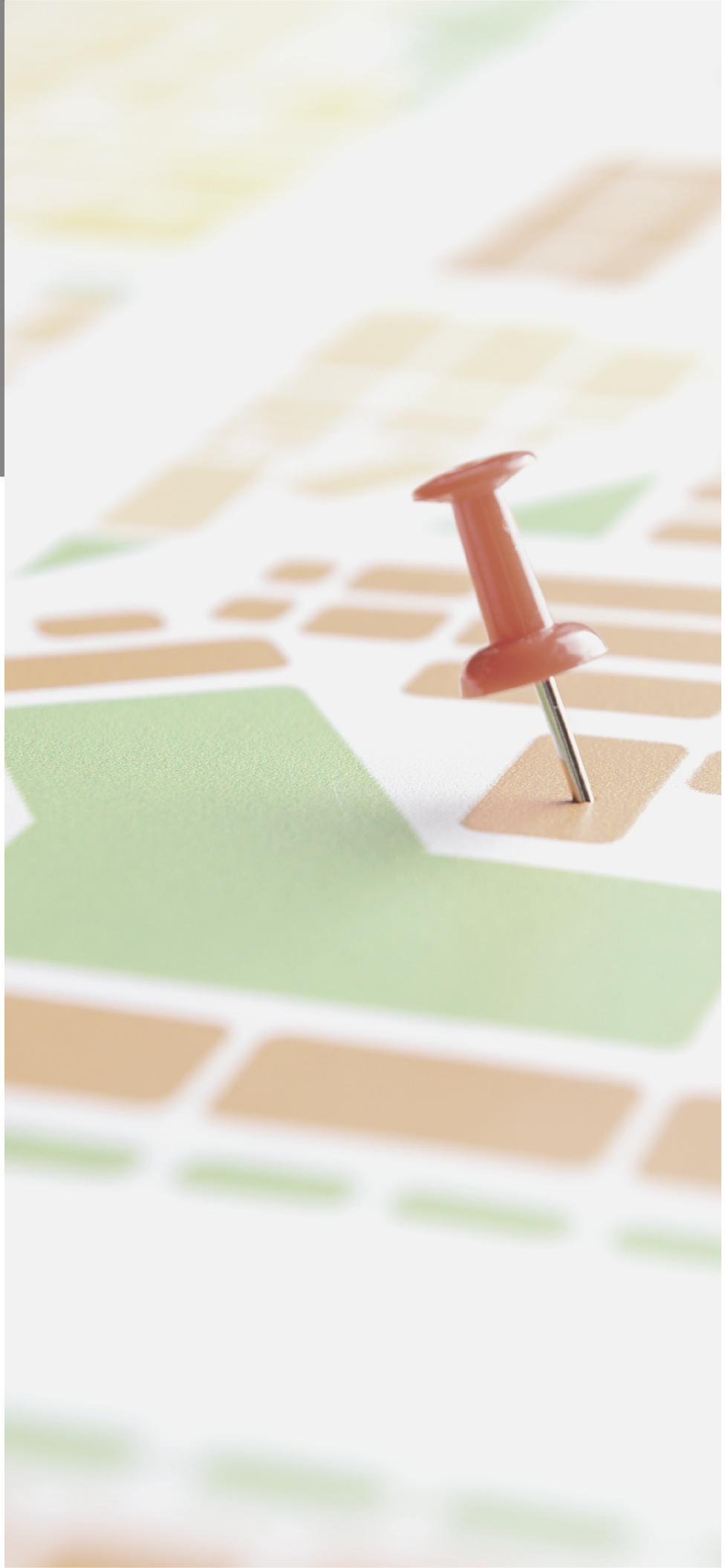
- 1 Profile these groups by shared experience.
- 2 Consider how likely they are to check their mail.
- 3 Use contact to build your brand and remain recognizable.

The better you know your customer, the better your business will be.

CHAPTER

3

How Do
You Know
Where To
Send It?



Mailing List Basics

There are three basic types of mailing lists:

Saturation	Your Customer List	Consumer
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Developing your own mailing list is a must. Not only can you use your own list for direct mail, you can also use it for other marketing strategies and to make marketing designs based on trends in purchase practices.

How to Create Your Own Mailing Lists

- 1 Start with your existing customer list and segment by current and lapsed customers.
- 2 Look for commonalities amongst your existing customers to create a profile of your ideal customer.
- 3 Consider the geography of your ideal customer and decide whether that territory is comprised of the same demographics.
- 4 Communicate your needs to get guidance on the best type of list for your direct mail campaign.



When to Buy or Rent a List

While there is no replacing the benefit of creating your own lists, there are definite benefits to getting lists elsewhere. First, you can use your own lists to profile and get new prospects that already fit into your target customer demographics. Target potential new clients by using your Direct Mail provider to find the best new prospect lists that meet your marketing budget and needs.

Mailing lists are created by compilers and brokers to fit targeted demographics. **Compilers** sell directly to you while **Brokers** act as middlemen between you and a compiler. You provide a list of your target demographics and the compilers create a custom list.

How to Choose the Best List Provider

- 1** Look for a record of success. Ask for referrals, look for testimonials and research previous clients. Ask "Who have you worked with before and what results did you generate?"
- 2** Consider the costs. The lists should come at a reasonable price. Ask for costs upfront and stick to a budget.
- 3** Make sure the compiler or broker has a grasp on what you need. Talk about challenges and solutions and expect a period of trial and error. Gather, analyze, and adjust as needed.

Mailing lists are important tools. These should be your first step in beginning a direct mail marketing campaign.

CHAPTER

4

**Should
You Use
EDDM?**



What is EDDM?

Use **E**very **D**oor **D**irect **M**arketing for Mass Marketing.

EDDM is offered by USPS and targets mailing routes instead of individual addresses to get direct mail out to the masses. This is different from a typical direct mail campaign, since you are not necessarily targeting a specific individual but rather a large group of people in different neighborhoods.



When to Use EDDM

- *When moving into a new territory.*
- *To attract customers to a new local business.*
- *To get your brand in front of new eyes.*

Benefits of EDDM

- 1** **Low Cost Direct Mail Option** for those who want to target a specific community or neighborhood.
- 2** Less expensive than targeted copy. You don't have to pay for leads, only for printing, mailing, and **postal costs**.
- 3** **Access to lists through USPS** you would not have otherwise - an advantage when researching your target market.

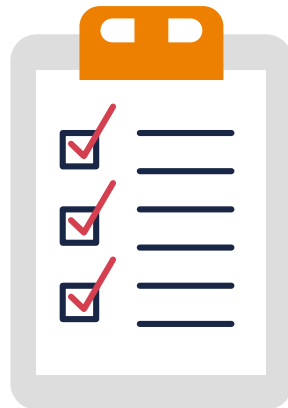
Process of Using EDDM

EDDM is primarily a mapping tool.

Based on your desired zip code, you'll be able to see a map of mail routes. Research each route to see if they meet some of the criteria. ***For each route, you can see:***

- ✓ Number of business residential recipients
- ✓ Options to screen for only businesses or residences
- ✓ Customizable age ranges as a % of total mailboxes
- ✓ Average household income
- ✓ Average household size
- ✓ The costs to place a standard-sized mailer in each box

Your preferred Direct Mail partner can handle the paperwork including facing slips, bundling, and delivery to the post office



Use EDDM when you need to target a new area, get more information to make your own list, or need to save money.

CHAPTER

5

What Are the Different Types of Campaigns?



Organizing Direct Mail by Campaigns

1

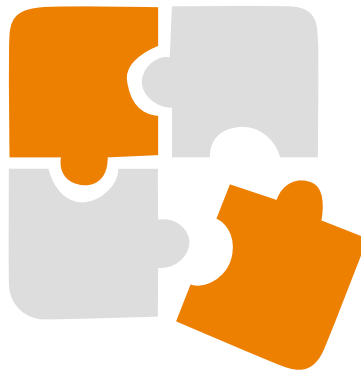
First-Contact Campaigns

Introduce your company, make an offer (something that attracts clients), and ***include a CTA.***

2

Reminder Campaigns

Target old customers. They are important to ***businesses.***



What Makes a Great Campaign?



Build a great campaign by utilizing tested strategies.

Create clear targets, capitalize on brand recognition, utilize behavior science, and make irresistible offers.



Track results.

It's essential to analyze the campaign to find out what works (and doesn't work) for next time.

Thinking about each campaign as a limited, finite way to get your message/brand out there helps to focus each decision in structuring it. What's the most important message?

When do my potential customers need to hear it?

How much can I spend on this campaign?

What results do I want to get out of it?

CHAPTER

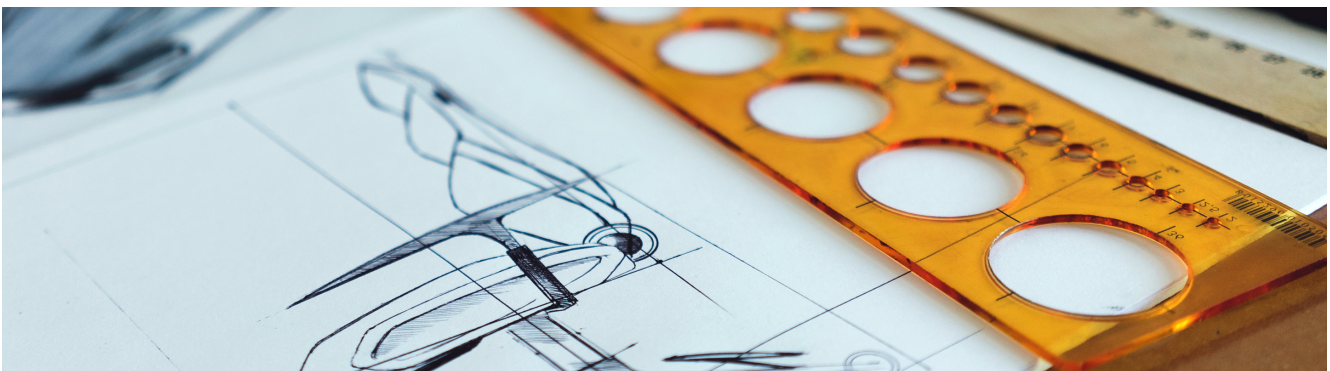
6

Why Direct
Mail Design
Matters for
Contacting
Customers



How to Catch the Eye of the Buyer

- 1 Stellar Design Trumps Immaculate Wordsmithing**
Choose images that hold their own weight.
- 2 Larger Postcards**
Similar postage cost to small postcards, but more space for messaging and ***stands out from other mail.***
- 3 Custom Printed Envelopes**
Colorization and graphics.
- 4 Personalized Messages**
The best way to create a connection with your target audience is by speaking to them directly.
- 5 Self-Mailers**
Easy to open and cuts cost of envelope.
- 6 Cohesive Branding**
Your digital branding should be recognizable in real life when customers pass your location.
- 7 Go Tactile**
When targeting digitally-entrenched customers, stimulating the ***sense of feel*** is a novelty to those who do most of their communication on digital devices.
- 8 Color Psychology**
Use design to get attention.



What Content Should Be Included?

- ✓ **Shape content to your target customers.** Consider how specific demographics—like Baby Boomers—want more or less direct information.
- ✓ **Include offers.** Coupons, 2-for-1s, discount days, sales, etc. inspire immediate action.
- ✓ **Adapt copy to demographics.** Personalize copy for each target group. Use language that appeals to different generations. Include digital integration (like QR code) for younger generations.

When to Use Variable Printing

Use Variable Printing as part of your design when targeting several customer segments. Personalization in design gets more attention.

Design Keys for EDDM

- 🔑 Choose colors that will help you **stand out**.
- 🔑 Be aware of **color psychology** and how some colors may appear aggressive, like red.
- 🔑 **Craft general copy** that may appeal to a wider audience.
- 🔑 Let go of your ideal customer profile temporarily.
- 🔑 Think of a **wide pool of potential customers**.
- 🔑 **Don't narrow copy** to a specific age, gender, or demographic.



Go Bold

Design greatly impacts a direct marketing campaign. Stand out in the mailbox by giving yourself enough room to send out your message while staying within budget.

CHAPTER

7

What Makes
a Great Call
to Action?



What is the Goal of Direct Mail?

- ▶ **Contact Works Both Ways**
You contact your customers hoping they will contact you back.
- ▶ **Match CTA to Audience**
What are you trying to accomplish? How should your audience respond? How can you tailor your CTA to your audience?
- ▶ **Shape your Call to Action**
Start by thinking of the response you want and think of customer contact strategies as a two way street.



CONCLUSION

When you utilize direct mail marketing targeted strategies to reach customers who need to hear from you, you generate ***more leads at a lower cost-per-lead than with digital marketing.***

Using direct mail as a marketing strategy is great for specific niches and demographics. It allows you to access one of the few “pre-digital” communication channels that still exists with more reachable people.

Need Help?
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