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Best direct mail pieces

Atto-On When you think of direct mail, you could imagine large, colored postcards from the local car dealership or the latest advertisements from a mortgage company – all that end in the same place: garbage. Knowing this, why do you want to reach customers by direct mail? After all, most of your customers use digital channels. Wouldn't it be the best place to get to them? Statistics tell an interesting story – that could change your mind. A 2011 report found 50% of customers preferred direct mail over email, and up to 80% say they open the mail more direct – even if they consider it junk. And while marketers are sending less direct mail and more emails, open rates for marketing emails are constantly falling. Direct mail and digital marketing, however, are not one or a proposal. Combine these two marketing methods creates a powerful synergy that could create amazing results for your next campaign. Where should you start? Discover these five ways to start integrating direct mail and digital marketing now. 1. Coordinate direct mail and email campaigns When executed correctly, combining direct mail and email could lead to response rates which are more than double the typical results. This could have an impact on your ROI. When you start the campaign, it is important to send direct mail to the prospects first. A week after the prospects receive the letter, follow with an email. Continue to follow through e-mail up to four times for each printed post. Also, do not forget to create a strong call to action (CTA) for each marketing piece. Readers must feel a real sense of urgency to respond to your offer. Try different CTAs both in your email and directly mail pieces to determine whichthe best results. Keychain: Capture the focus of the target market through direct mail, and continue to drive them to action through email marketing. Since email marketing is most frequently used by marketers, it isto start by sending a direct email first. 2. Tie Direct Mail to Interactive Marketing A Utah-based digital marketing agency combined direct mail with digital marketing to drive greater engagement with its customers. The company sends a holiday card to customers every year, but recently, decided to combine digital and direct mail for more results. The company started sending a holiday home to its customers. The front of the paper included a poem focused on the company's core values, and inside, there was a \$20 bill and a QR code. Code scanning led customers to a YouTube video that featured employees expressing their sincere gratitude to their customers. But the money? Why send a \$20 bill? The video asked the recipients to use money within the card to make a charitable act and then share such actions through a tweet using the hashtag #20helps. He showed that small acts of kindness are added. For example, a tweeted customer, "Beware in the spirit. \$20 gift cards to help @VOAUT and SLC homeless teenagers." Another shared how they gave the \$20 bill to a cashier in a local store during checkout to apply to the next person online. The integration of direct mail and digital marketing has helped this company communicate its core values and consolidate its relationships with customers. Keychain: Use direct mail and digital marketing to amplify messaging. When using these channels together, keep the message simple and consistent in both types of marketing efforts. 3. Use direct mail to drive customers to digital offers A great strategy that merges direct mail and digital marketing is sending a printed piece and then leading customers to a high-value lead magnet online. AdmittedVerizon and Motorola joined forces to reach their target audience shared. The goal was to capture the attention of the perspectives before a major upcoming event: The super bowl, the campaign started with a direct mailer sent to a targeted list of potential customers, the cta guidedon a landing page that provided an attempt to win a pair of NFL Super Bowl tickets. Customers could reach the page by scanning a QR code included in the direct mailer or entering the URL of the target page (both easy tracking). Once on the landing page, the prospects were invited to watch a short video about the company's offers, and then were provided with the opportunity to enter the contest. Companies used the information to move customers through their sales funnels in the future. Keychain: Moving perspectives from direct mail to digital channels requires convincing reason. Evaluate your target and ask the following critical question: "What will push them to action?" Creating an offer simply cannot refuse – one that motivates them and calls them to take fast action. 4. Direct mail can help drive the engagement and spread awareness You can also directly join emails and digital marketing efforts to drive engagement with the existing audience and spread the word on new offers or upcoming changes. Adobe only did that when it made an important change to its Creative Suite (which would only be available through the cloud in the future). A direct and digitally integrated mail campaign has been created to reach the target target and driving commitment at a critical point over time. In the past, a fundamental segment of the company's target audience (i.e., printing designers) ignored their offers. The company wanted to reach this important group of designers before the next software change, so it launched a campaign entitled "Print is dead", which would address an important point of pain. The designers who read the piece found that actually explained that the print did not die, and instead, the piece honored thework they were doing. The audience loved the piece, and since Adobe made it available through digital channels, thousands shared it through Twitter, Instagram and Tumblr. Customers also requested additional printed mailer pieces to shareFriends. The combination of print and digital has allowed Adobe to reconnect with an important part of its target audience in a critical point over time, which has helped drive the adoption of their new product. Keychain: Direct mail is an effective tool to capture attention and share details about the upcoming changes or launches of the product. Mix direct mail and digital channels for more impact and reach the audience more effectively. Create synergy between direct mail and digital channels: Dos and Don'ts Are you ready to launch a digital mail and marketing campaign, but aren't you sure where to start? If so, check these dos and it is not to create greater success in your first campaign. Let the public drive valuable digital marketing pieces. Create high-value content, such as white paper, eBook and report, to address the public's pain points. Use custom URLs to monitor results so you know where leads come from and can iterate based on these results forward. Also, consider gating these goods, which requires prospects to enter their name and email address, to continue moving prospects through the sales funnel. Don't sell hard on the first mailing. The first piece of direct mail is all about starting a conversation. Building this report will create the framework for future sales. So, with the first piece of direct mail, ask for a small action (not a sale). For example, "Download this white paper by visiting this URL or using a QR code." Use one call to action. Customers can get lost if you include more than one call to action. For example, "Download this white paper or visit our website to learn more." Barry Schwartz, author of "The Paradox of Choice: Why More is Less," he says, "Choose less and feel better." A singlehelps customers feel better; they know what to do next. Don't give it away. Create a mystery element in your direct mail. key in the specific pain point of the audience, thenthey at the next action in the sequence, which can be a digital channel. For example, "Check out Twitter to find the answer" or "Download this case study to learn how you can increase sales by 400 percent in 4 weeks or less." Keep customers in suspense so you can move them from one channel (direct mail) to another channel (digital) more seamlessly. How to move forward with direct marketing customers are more digitally connected than ever. They are tethered to their devices, feeling a sense of panic when they are more than a few meters away. As a result, they are also becoming insensitive to all digital noise. When using direct mail to capture that first critical piece of attention, it cuts effectively through all that noise. As the THX message says in cinemas, "The audience is listening". As marketers, this solves the first and very critical challenge, which is to capture attention. Once you have such channels for more impact and reach the audience more effectively. Create synergy between direct mail and digital channels: Dos and Don'ts Are you ready to launch a digital mail and marketing campaign, but aren't you sure where to start? If so, check these dos and it is not to create greater success in your first campaign. Let the public drive marketing is any physical correspondence you send to customers in the hope of getting them to sponsor your business. All your direct mailers must have is something that identifies you or your business, a call to action (CTA), and a way for your customers to contact you. The rest depends on you. As creative, or at least, as you like. On his blog, Neil Patel, an entrepreneur, marketer and best-selling author, wrote about recent research that investigated the median return on investment (ROI) through marketing. Ahas shown that direct mail campaigns have actually had a higher roi than online search and display ads are paid. In fact, direct mail was only 1 percentage point behind social media, media,the highest half ROI. Other recent results have also shown that the direct mail response rate of 5.3% is higher than the response rate of 0.6% per email. So why is it direct mail, something considered by many to be on the decline, still so effective? Since customers physically manage mail and usually look at it before deciding whether to hold it, direct mail can help you get more eyes on your marketing. If you include a promotional offer, coupons, or a CTA that requires them to do something with the mailer how to bring it to a store or restaurant, your customers are more likely to hold it. Getting letters in the mail can evoke nostalgia about time friends or family sent you mail. If you want to unleash a more emotional response in the recipient, consider adding a custom touch like a handwritten note or signature. Small gestures like this can make your marketing more memorable. Direct mail can also reach a wider demographic than electronics if the target audience is less likely to use social media or email. This form of marketing can turn some people into potential customers when all electronic ads would have lost completely. You can associate social media and digital content marketing with direct mail for a seamless customer journey. A Utah-based marketing company, for example, conducted a holiday campaign where they sent a \$20 card and invoice while encouraging recipients to spend money for a charity donation. When people scanned the code on the back of the tab, it brought an explanatory video of YouTube and gave them a hashtag they could use when posting on their social media contributions. This has increased the awareness of the people of their brand and has emphasized the values of the company to there are even more ways to get creative with direct mail, because its tactile nature gives you the opportunity to involve more senses than your recipients than digital marketing. Here are just a few examples of innovative marketing techniquescompanies: a Brazilian gym gave calendars to their customers with cutouts in the shape of men and women. while turning each month, people's silhouettes have lost weight, imitating the effect of constantly working, to promote the world day of water, a marketing team sent direct mailers with a message that became visible only when immersed in water. an Australian marketing company sent out the disassembled cardboard fm radios, the recipients who put them together were directed to tune the radio to a channel in which they could hear an ad inviting them to join the national defense force. companies are resize their physical marketing efforts in favor of digital marketing. digital is the most environmentally friendly route, and it is also easier to start seeing results with digital, but because not many companies are operating in the direct mail space these days, it is easier to be noticed. Remember that most people at least jump through their mail before throwing it away, and a colorful, creative piece of mail has a much better chance to stay out in someone's mailbox than your site does on google, at least at the beginning. people do not expect direct mail in the modern age, and are not subject to the same distractions when they look through physical mail as they are when they are online. even if someone does not use your coupon or special offer right away, they could keep it, especially if it is something they need. they put it on their refrigerator or a table and let it hang. then, when they are looking for a new pair of trousers or a deal on power tools, your company will most likely come to mind. now that you have seen the benefits of a direct mail campaign, you might be curious about how to start one. we will pass through some guidelinelshelp you save time, money and energy. Consider your product and who would be more suitable for, and focus your efforts there. While direct mail can have aROI and engagement rate, target market research can help you save money because it helps you find where people who are most likely to be your customers live. After defining your market and finding neighborhoods by target, send some test batches. When you send the tests, or any mailer, for this matter, make sure you have a way to monitor customer engagement. This can be a unique coupon code for the mail campaign that is tracked online based on how many customers end up using it. It could also be a phone number to call or an email address set only for that campaign. This way you can easily track who is engaged with your marketing. The best, most captivating mailer delivered to the right people at the right time still needs a CTA. Think about what you want the customer to do and define this for them in clear terms. This may include buying something, using a coupon code, giving a charity, taking a survey, and more. Your mailer will be the first impression that many people will get of your business, so that it should be free of writing and grammar errors. Make sure you or a colleague take the time to check the copy and make sure it is clean. Also, make sure you read well. It should have a good flow and hit the tone you are hoping, whether it is professional or conversation. Track how many people are responding to your mailers and note who they are so you can follow them later. This gives you a database of engaged customers is more likely to be receptive to future marketing. You can also use this information to send a brief message by telling them to appreciate their patronage. However valuable is, direct mail will probably not be most of your marketing efforts, andmost of your business will probably take place online. Remove that high response rate we mentioned before to get active people on your social platforms. This way they can follow your business and stay up to date without waitingnext mailer. You can also connect your physical and digital marketing campaigns with scannable coupon codes, hashtag campaigns, or giveaways on your social channels. Contrary to popular belief, direct mail is far from obsolete. Although it is one of the oldest forms of marketing, it is still effective in closing the gap between brands and customers. It is also a good way to stand out, so if you are trying to shake your marketing efforts, try it. Try.

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