

Direct Mail Like a Pro

The definitive guide to harnessing the power of direct mail



Why choose direct mail? ... It works!

Recent campaigns have seen a response rate of 275% against target, and an ROI of 336% against target

It is opened and engaged with!

A record 96% of mail was engaged with over the last 12 months with 70% of that driving an online action



It has longevity!

Advertising mail is kept for an average of 17 days

Door drops are kept for an average of 38 days

Bills and statements are kept for an average of 45 days



It is shared...

23% of all mail is shared between people in a household

39% have a dedicated display area in their home



So time to start planning your campaign!

1

How to choose your target audience

Decide who to send the mailing to. Assess what you know about your current customers and use the information to inform your audience selection.

Attributes to consider:

- Age
- Location
- Profession
- Income
- Life changes
- Pre-mover triggers
- Gender
- Socio-economic status
- Household composition
- Hobbies
- Spending habits

If you want to find more people who look like your current customers, or find out which data you should use, then partner with a data marketing specialist to help you.

2

How to avoid mailing your existing customer base

One of the huge benefits of direct mail campaigns is the ability to exclude your current customers from any cold direct mail campaigns, ensuring that you:

- Maintain brand reputation
- Minimise wastage by only targeting those who may be likely to respond

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How to set a call to action (CTA)

Consider carefully what your primary CTA should be and what method of communication you want customers to use. There are multiple options available, including online, QR code, in-store, telephone, paper-based order form.

Call to action checklist

- Can your organisation support all the methods you've selected? If not, which ones can it support?
- Can people purchase on the website?
- What resource do you need internally to be able to support the responses generated from a direct mail campaign?

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How to decide on the format of a direct mail pack

There are several considerations to take into account here, including budget and format.

Budget

It goes without saying that a postcard is significantly cheaper than a letter with an insert, leaflet and/or Business Reply Envelope (BRE) included, however, consider how much information you would like to convey in order to elicit a response, and decide accordingly.

Formats

- **Postcards**

These are an economical format compared to other mailing types and come in different sizes.

- **Self-Mailers**

Typically in the form of brochures and leaflets, self-mailers are often a good option if you want to introduce products to new customers.

- **Catalogues**

Whilst more expensive, catalogues are your best option for showcasing multiple products

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How to determine the campaign look and messaging

Testing your messaging

Direct mail allows you to scientifically 'test' your creative messaging, because you can divide your mailing and send different creatives to a subset of the mailing file so you can analyse the response rates for each creative to determine which one performs better.

Personalisation

Thanks to today's digital print capabilities, the technology behind it, and the level of targeting available with direct mail, you can create a mail piece tailored with dynamically-selected imagery, information and formats that will better resonate with the audience at a personal level, increasing the likelihood of response and conversion.

Longevity

Where possible, aim to create a piece of mail that the recipient benefits from keeping around the house for longer. Offering a time-sensitive voucher for redemption will encourage the recipient a) retain the mailing piece and b) to purchase in a given time frame.

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How to decide which partners to use

If you have undertaken no or very few direct mail campaigns, it is a good idea to partner with trusted experts in this field; organisations in whose knowledge, experience and expertise in your sector you can have complete confidence.

This should be everyone from the supplier of GDPR-compliant prospect data, to those who will clean the data and create a ready-to-use mailing file, through to your chosen printer and mailing house.

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How to determine what other marketing to run

Timing and the 'halo' effect

If you're thinking about running other marketing activities alongside your direct mail campaign, consider the impact they might have. Are the additional activities complementary? Will there be a 'halo effect', whereby the recipient of the direct mail piece may also see or hear an advert in the national press or on the radio?

Consider the timings of the campaign and whether you are able to take advantage of multi-channel communications to increase the halo effect. Conversely, you need to ensure that one activity doesn't cannibalise the other: a door drop going out at the same time as your direct mail campaign could potentially reach much of the same audience, and could therefore be a waste of budget if not carefully thought through.

Getting creative

Consider the creative integration of your activity. Brand imagery should be consistent with that which the recipient may see elsewhere, especially if your messaging is heavily promoting an online CTA.

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How to tell if your campaign has worked

At the beginning of your campaign planning, it's vital that you consider how you will track the performance of your campaign so that you calculate it's its ROI, e.g. for every £1 spent on Direct Mail, what return is it delivering to your organisation?

With the correct tracking mechanisms in place, direct mail is one of the most trackable media channels. Every response can be directly attributed to a specific direct mail campaign.

Coding is a simple device to demonstrate precisely who has responded to which mailing and which creative. With correct coding, you will be able to:

- Report back on the number of orders directly attributable to the direct mail campaign
- Use the comprehensive results analysis to tell you more about the responders and what their demographics look like
- See which subsets of the target audience responded better, and which you can build on for future campaigns

9 What results you can expect

There are many factors which will influence the response rates that your activity may generate.

Factors within your control:

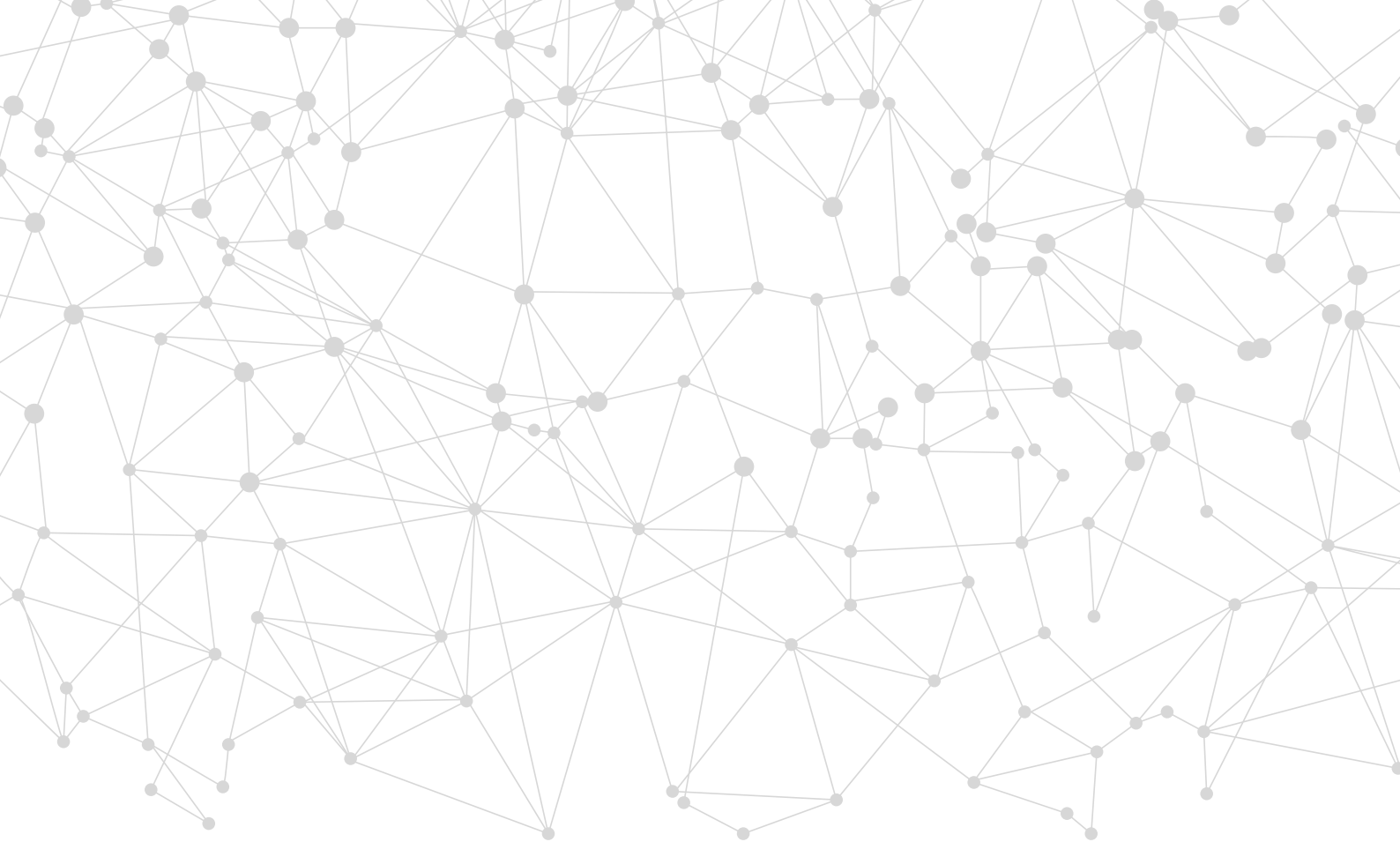
- Targeting
- Offer/discount
- Creative
- Messaging
- Timing

External factors outside of your control:

- Competitor activity
- World events
- Economic climate
- Industrial action

Benchmarks will vary dependent on sector, but with significant experience in planning campaigns within your sector, Sagacity will be able to provide forecasted response rates, expected average order values, and ROI predictions for your campaign activity.

Want to find out how Sagacity can help your organisation implement a highly effective direct mail campaign? Then get in touch with the team.



Sagacity

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