



Get Past the Delete Button

# **7 REASONS TO CONSIDER DIRECT MAIL**

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## 7 Reasons to Consider Direct Mail

Despite the best efforts of the United States Postal Service and the opinions of many marketing automation sales reps, direct mail has not yet seen its final day.

So why are digital marketing professionals like Uri Bar-Joseph, Director of Marketing at Optify<sup>1</sup>, predicting a direct mail resurgence in 2013? To quote his article at MarketingProfs.com:

*“While digital marketing rises, **sophisticated marketers will recognize the potential of direct mail** coupled with an online connection to break through the noise. Solutions and services that offer integrated – offline and online – approaches will emerge and gain traction as a result of being affordable and highly measurable.”*

And, according to Epsilon’s Channel Preference Survey<sup>2</sup>, despite digital’s promise of reaching consumers inexpensively with relevant information and offers, direct mail is the preferred channel for receiving marketing messages – even with 18-34 year olds.

Here are 7 reasons to consider direct mail in your strategic, integrated direct marketing programs.

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## More Targeted, More Personal

Direct mail is a data-driven channel.

With today's production technology, the possibilities for personalization are many, and the physical nature of mail can be leveraged to make a tactile connection with the recipient. There is a higher perceived value for a physical communication than digital messages.

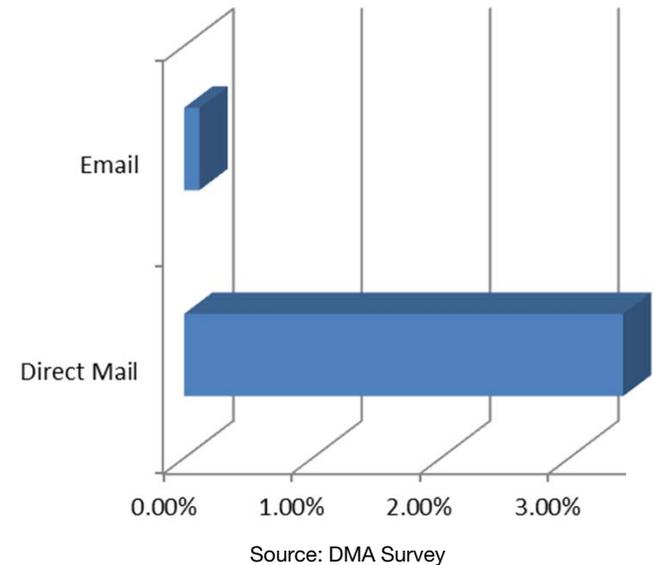
The key to success is to identify what level of personalization will lead to a greater response, while balancing production against your budget and ROI goals.



## Higher Response Rate than Email

According to a recent DMA survey, direct mail enjoys a higher response rate than email. Mail to customers averages a 3.42% response rate, while mail to prospect lists averages 1.38%. According to their research, the average response rate for email is 0.12%.

To put this in perspective, for every 1,000 customers you mail, on average you will receive 34 responses (13-14 for prospects). With email, you will receive only 1 response for every 1,000 people contacted.



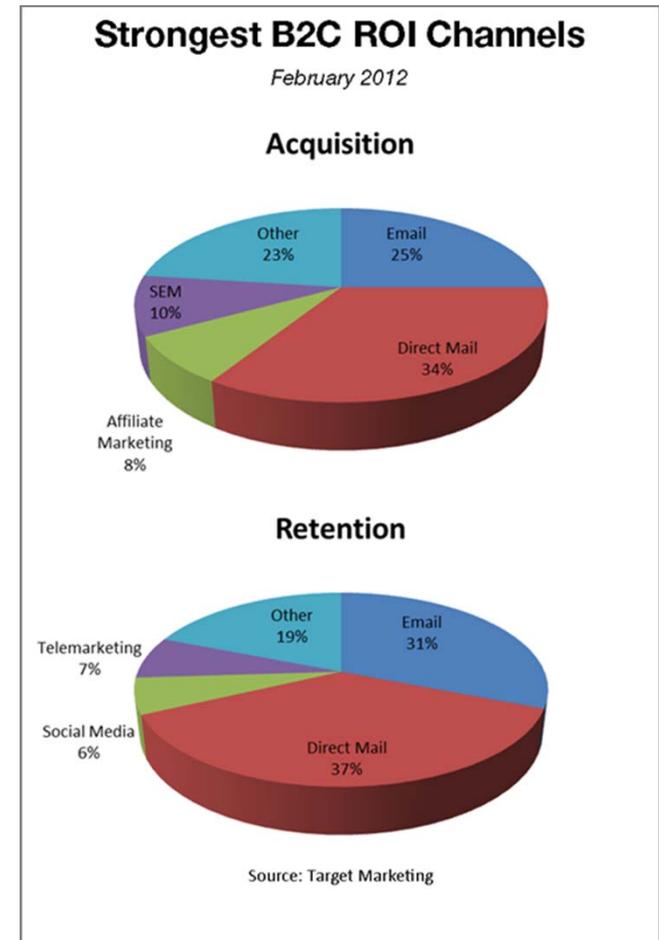
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## ROI is the Bottom Line

When marketing to consumers, direct mail is perceived to provide a stronger ROI than email for both acquisition and retention campaigns according to a survey of marketing professionals by Target Marketing.

This perception is supported by research in the DMA's "2012 Response Rate Report" which show that direct mail continues to deliver a better cost-per-order or cost-per-lead in acquisition programs.

These results often surprise people given the disparity in cost-per-piece between delivering an email and a direct mail piece. However, based on the available research, it makes sense to test both channels to see which produces the best result with your target audience.



## Consumers Prefer Mail – In Part Due to Privacy

Every year, Epsilon releases a survey of “channel preferences” for consumers. In their 2012 survey, they found 6 out of 10 Americans prefer postal mail from brands about new products.

The top reasons cited for their preference? Convenience, ease of reference, portability and perceived privacy.

- Can read the info when it is convenient (73%)
- Can refer back to the info when needed (61%)
- Can take info easily to a different place (40%)
- More private if sent through the mail than sent by email (36%)



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## Less Competition for Attention

With so many marketers moving their campaigns to online channels, the volume of direct mail has declined. People receive far less promotional mail than they did a few years ago.

That means that your direct mail piece has less competition for attention, and consumers are less overwhelmed by the volume of commercial mail arriving in the mailbox or on their desk.

The upside for marketers is that targeted, relevant mail is now unusual and more unexpected, increasing the likelihood that it will get opened when it arrives.



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## If It Doesn't Sell, It Isn't Creative

So said David Ogilvy, advertising legend.  
Among his tips for writing great copy:

- The headline is 80%.
- Explain why they should buy.
- Your copy is important. Treat it that way.

His point is: That while short, concise headlines capture attention, you still need to tell your audience why they should buy. It's the copy that sells and it takes time to do that.

**Direct mail gives you the real estate to tell your story, and your reader the time to read it.**



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## No Opt-In Required

One of the biggest challenges of email marketing is building a good list of people who will give you permission to market to them.

Direct mail can help you build your opt-in email list by guiding responders online and offering something of value in exchange for their permission.

When someone revokes their permission, mail gives you the opportunity to continue to interact with them. And it can help you regain their opt-in permission in the future.



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For more information, visit our website at [www.KayeSmith.com](http://www.KayeSmith.com) or call:

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7 Reasons to Consider Direct

# Sources

1. Uri Bar-Joseph, Director of Marketing at Optify. December 17, 2012, [MarketingProfs.com](http://MarketingProfs.com)
2. Epsilon 2011 Channel Preference Survey
3. Target Marketing Magazine, March 2012