

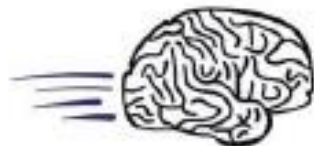
Direct Marketing

Updated August 28, 2018

Direct Marketing is
any direct communication designed
to
generate an immediate response:

- Order
- Lead
- Traffic for a Business

How do We Process Print vs. Digital?



Participants processed digital ad content more quickly.



They spent more time with physical ads.



Physical ads triggered activity in a part of the brain that corresponds with value and desirability.



Participants had a stronger emotional response to physical ads and remembered them better.

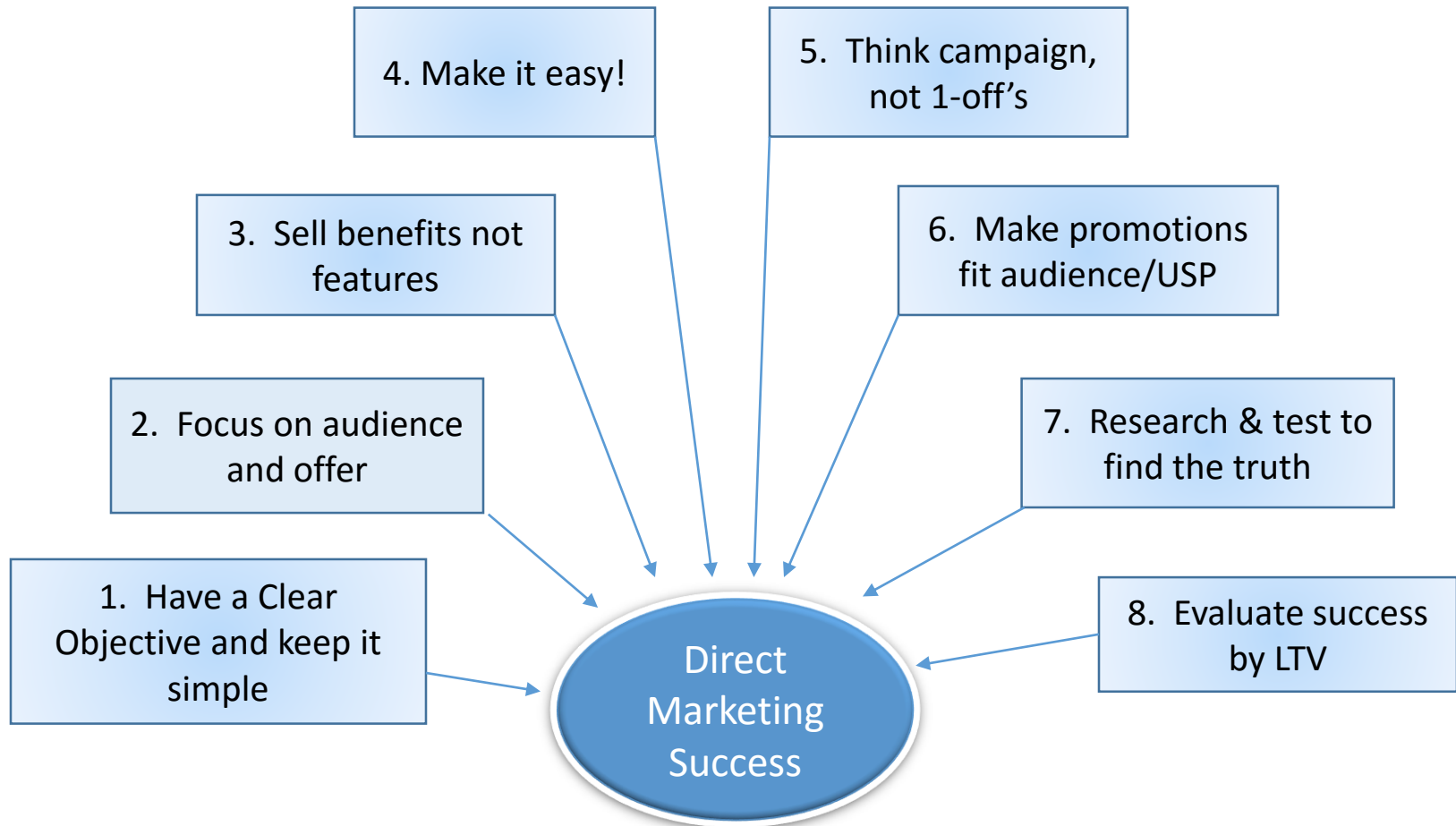
The direct mail campaigns required **21% less** cognitive effort to process.

Participants' recall was **70% higher** if they were exposed to direct mail rather than a digital ad.

Activation in parts of the brain that correspond to motivation response was **20% higher** for direct mail.

Source: *A Bias for Action: The neuroscience behind the response-driving power of direct mail*, Canada Post, July 31, 2015

8 Principles for Successful Direct Marketing



Principal #1: Establish your Objective

- ❖ Need More Customers?

- ❖ How do I get more?

- ❖ Strong Offer – FREE is Best

- ❖ Customer Retention –don't make it more attractive to be a prospect vs. customer

- ❖ Referrals

- ❖ More Purchases

- ❖ Cross-sell related programs/products

- ❖ Customer Loyalty/Share of Wallet

- ❖ Credit Card that offers 50,000 bonus miles with certain \$\$ spend.

- ❖ Larger Purchases

- ❖ Bundle Offers – 1 piece \$50; 3 piece \$100

- ❖ Gift with Purchase

- ❖ Free Shipping

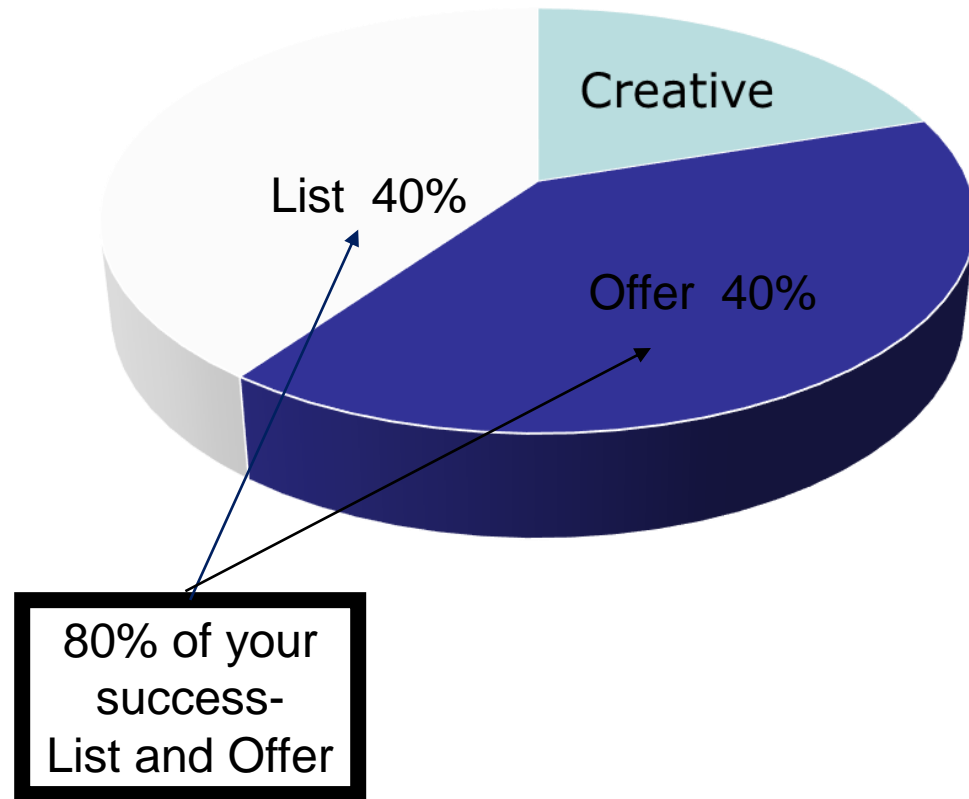
- ❖ Extended Warranty

Principle #2:

Make the **RIGHT** offer to the **RIGHT** audience at the **RIGHT** time

The Foundation of Direct Marketing

1. The *list* or *audience* you target
2. The *offer* or proposition you make
3. The *creative execution* you choose



A great offer sent to the wrong audience is still a failure.

DnB Bank – Savings

Awards: Epica Gold, Eurobest Silver and Cannes Lions



Principle #3: Write copy to show what your product will do for the prospect

- ❖ Features vs. Benefits
- ❖ WITFM – What’s in it for me?
- ❖ www.Similarweb.com (see what you’re doing vs your competition)

Principle #4: The Customer Experience Must be Easy

- ❖ Be ready for responses in all channels. Don’t eliminate those that prefer one channel over another by not offering (i.e. people who like to talk wont respond via web)
- ❖ “As seen on TV” – common images throughout the campaign



Earn unlimited 1.5% cash back on every purchase, every day

Average Customer Rating 4.6 ★★★★★

[Read all 4,719 reviews](#)

This card is for people with EXCELLENT CREDIT.

[View important rates and disclosures](#)



[Apply Now](#)



Unlimited Rewards

Get unlimited 1.5% cash back on every purchase with no limit on how much you can earn, and no changing categories



\$100 Cash Bonus

Earn a one-time bonus of \$100 once you spend \$500 on purchases within the first 3 months.¹



Redeem Your Way

Rewards don't expire, and you can redeem your cash back for any amount, anytime

Principle #5: Think Campaign, Not 1-off's

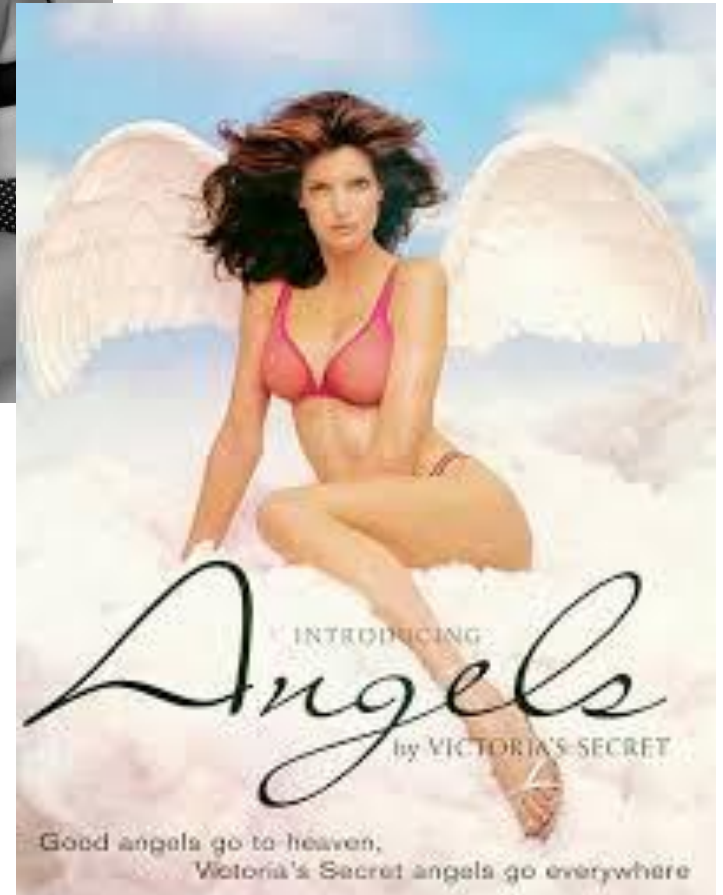
- ❖ **NO** 1 perfect Moment –plan multi-channel
- ❖ **NO** 1 perfect Channel –give multiple options
 - ❖ Respond via DM – visual responder
 - ❖ Respond via Online – auditory responder

2/3rd of why someone opens mail is because they recognize sender

Average Direct Mail achieves 3.7% response with House List and 1% with Prospect
1-1.5% of your mailing list is incorrect/suppression



Principle #6: Your Promotions must fit your USP; audience and your product



Principle #7: Research & Test

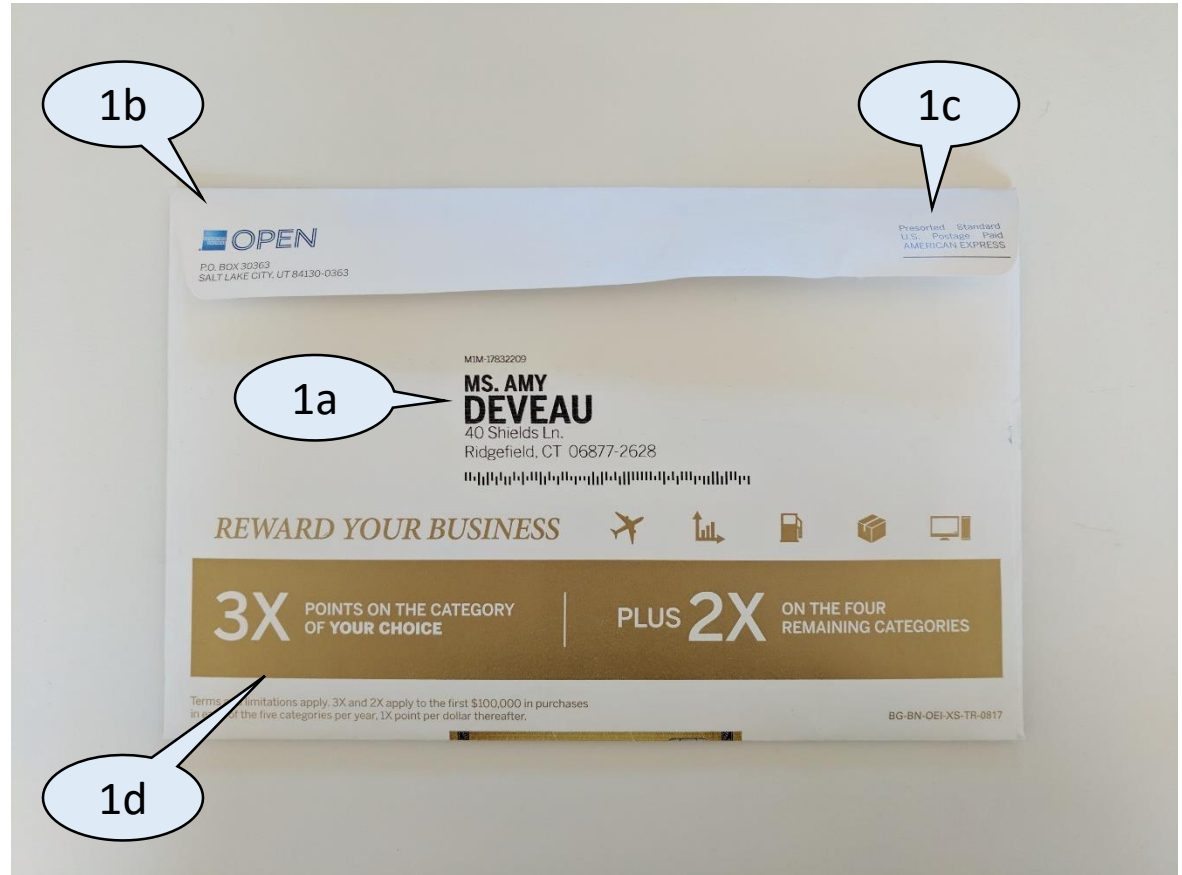
- Percentage off does better with lower ticket items.
- 1st time purchase is a test. 2-time buyer is buying with knowledge.
- DM Response Rate -4 Factors
 - Audience/List
 - Prospects vs. Customer
 - Customer Offer 5-20% higher response vs. Prospect
 - Offer & Creative
 - Does your creative match customer?
 - Medium
 - Telemarketing, DM, email on rise. Email is flooded-takes more to stand out
 - Seasonality
 - Response can flux 10-50% by season

Principle #8: Place Effort in Customer Lifetime Value (CLV)

- Retention Factors
 - **Audience**
 - Age 50+ better retention –they are more loyal, don't shop around
 - Age 30-40 Less –seek variety
 - Rural more loyal than urban
 - **Offer**
 - If you lower price = price conscious buyer
 - **Channel** that brought them in the door
 - Direct Mail has better retention than Digital
 - New Customer –make the **onboarding** experience easy, positive

Getting to Consideration...

1a-d **First Impression:**
2-4 seconds Toss or
Open?




2. Validation: 15-20 second scan **IF** opened
3. Consideration: Will more thoroughly review contents **IF** validation expectations are met

4 Proven Creative Platforms: Engaging the Customer!

- **Availability**
 - What you do have that I cant get from anyone else?
- **Authority** -*Why should I believe what you say just because you say it?*
 - Power of Proof
 - Testimonials
- **Value** – *Not just Price*
 - Is the product or service worth the money you want me to pay?
 - What can you do for me?
- **Satisfaction**
 - Do you keep your promise?
 - Are you difficult to do business with? (i.e. free returns/free shipping)

1. Availability

 **DIRECTV**
AUTHORIZED DEALER

JUST SAY NO TO CABLE.

Get the best value in TV from DIRECTV.

2-year all-included pricing \$ **50⁰⁰ MO.** + **46** **Movie Channels, including** **HBO SHOWTIME CINEMAX STARZ** + **Get a Genie HD DVR upgrade**

plus taxes for 24 months

The ultimate TV entertainment experience:

for 3 months at no extra cost

Includes monthly equipment fees for up to 4 rooms & the HD DVR monthly service fee

24-mo. TV agmt. & qualifying AT&T wireless*
Guarantee your TV price for 2 years when you have AT&T Wireless.

With SELECT™ through Ultimate Package

Subject: Fw: **Today Only!** Dozen Mixed Roses + FREE Chocolates

ALL DIRECTV OFFERS REQUIRE 24-MO. AGREEMENT. ADD'L FEES APPLY. *New approved residential DIRECTV customers only (equipment lease req'd). Req's qual. A

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LIMITED TIME

DOZEN MIXED ROSES

PLUS VASE & FREE CHOCOLATES

\$15 OFF
NOW JUST \$24.99

ORDER NOW



2. Testimonials -Others Speaking on your behalf. Backing your Claims

weightwatchers PRODUCTS & SERVICES WHAT CAN I EAT

I'm ready. Are you?
Come join me!
-Oprah

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[See our offerings](#)



What is more Powerful?

1. Celebrities
2. Experts (Magazine, Consumer Group)
3. People You Relate to

WEIGHT WATCHERS 360°

Eat real food. Really.
Learn to make the smart choices that let you eat the foods you love, when you want to. Nothing is forbidden.

You. In control. Always.
In our imperfect world, food cues are everywhere. Learn how to take charge of temptation at home, at the office or out on the town.

We've got your back. Always.
Get in-person inspiration at Meetings, or follow the Plan entirely online. And we offer mobile apps* and digital tools to put the Plan at your fingertips.

The smart choice is the easy choice.
Train your brain by learning new routines and great habits, so you can make healthy choices without even thinking about it.

Get moving, get healthy.
A little exercise can help you feel great – and we can help you take the first steps, even if you're just getting started.

BEST DIETS
USNews.com
Easiest to Follow

50 years of human triumph — and counting.
Our weight-loss plan is ranked #1 Best Plan for Weight Loss and Easiest Plan to Follow by US News & World Report.

weightwatchers360°

“I love that Weight Watchers didn't expect me to be perfect. And I still lost weight.”
— Jamie, meetings member

3. Value – More than Price

- Is the product or service worth the \$\$\$ you want me to spend on it?
- Translate the Features into Benefits

Features

- More Power for Tough Tasks
- Self Adjusting Cleaner Head
- Whole Machine HEPA Filtration
- Strongest Suction

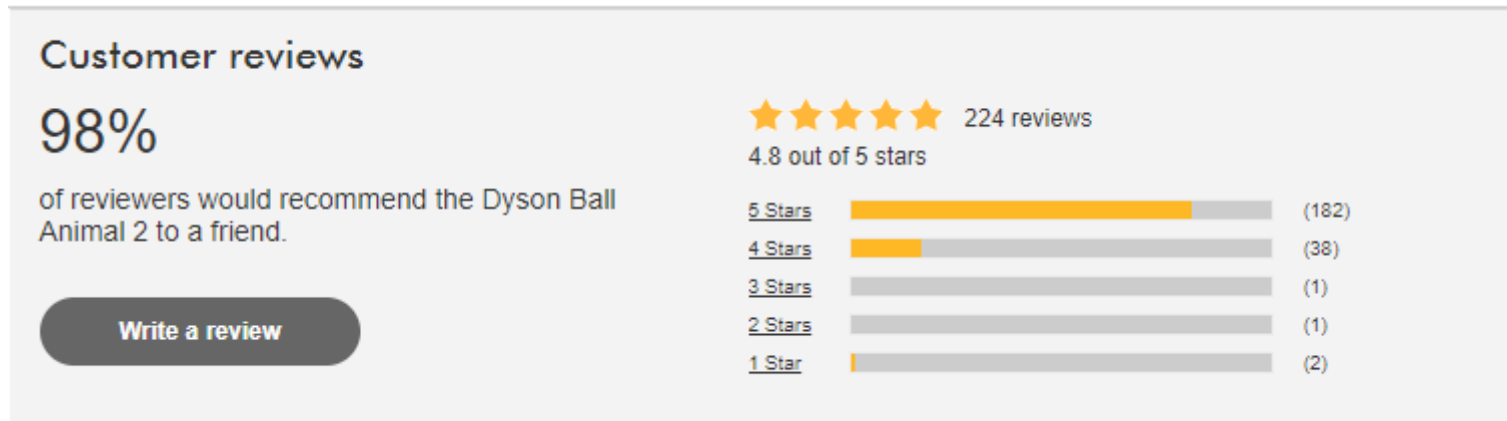
Benefits



-
-
-
-



4. Satisfaction

- Do you keep your promises?
- Will I regret this decision?
- Are you easy to conduct business with?



 **Easy Payments with No Interest.**
Enjoy 12 Easy Payments as low as \$41.66 per month with no interest for estimated total payments of \$499.99.
Subject to credit approval. Minimum purchase required. [See Terms](#) 

Checklist of proven B-to-B offers

- » Information
 - Free Trial
 - White paper
 - Guide
 - Newsletter
 - Article
 - Online video/podcast
 - Demo
 - Consultation
 - Seminar
- » Premium
- » Sample/"test drive"
- » Free shipping/handling
- » Extended trial period
- » Extended Guarantee
- » Sweepstakes/contest
- » Free installation
- » Continuity/replenishment
- » Self-assessment tool
- » Seminar or webinar
- » Demonstration
- » Discount
- » Free lunch
- » Consultation or audit

What's Your Strategy?

- There's something of value inside
 - Free Gift
 - Premium
- Curiosity: tied to self interest
- Copy Promise
 - Limited Time, Best Value
- Positive Anticipation
 - Prospect/Customer has positive feels about Company
- Physical Involvement
 - Lumpy & Bumpy



Direct Mail Package Checklist

- Compelling reason to open the envelope, or just advertise?
 - Is the postage, teaser, “look” of the mailer consistent with the offer/audience?
 - Marketing Mail Indicia vs First Class Stamp
 - Would a 20 sec review of the package make the prospect want more?
 - Do the Key Benefits jump out, or did we just provide a laundry list of features?
 - Right typography and layout choices for maximum comprehension?
 - Reversed out type is difficult to comprehend
 - Do I need an insert?
 - Have I made it interesting/compelling?

Direct Mail Targeting the Audience



Rethink Your Focus...

From		To
Time to print	→	Time to market
Cost per page	→	True cost of ownership
Just in case	→	Just in time
Reach the masses	→	Capture the individual
Print volume	→	Print value
Customer Reactive	→	Customer Proactive
Cost of the job	→	Results of the program

Thank You!

