

What Creates a Direct Effect?

Combining digital and mail in an integrated marketing campaign



Direct mail is a powerful marketing tool, and it becomes even more effective when paired with digital technologies in integrated campaigns. The Direct Effect integrated marketing curriculum, developed by industry and the U.S. Postal Service, educates college students about direct mail's value and how it fits into today's digital landscape, leaving them better prepared for their careers.

CURRICULUM

Developed by industry experts and educators

Facilitated by USPS

Piloted at Bentley University

5 MODULES

14 TOTAL WEEKS OF INSTRUCTION

ADOPTION

THREE POTENTIAL LEVELS



Low

Integrate some content into existing coursework



Medium

Run a one-day Direct Effect Innovation Challenge

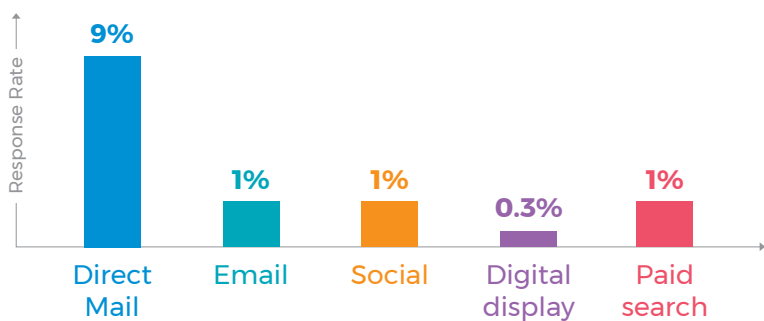


High

Develop a new course offering around the full curriculum content

WHY TEACH INTEGRATED DIRECT MAIL?

IT'S EFFECTIVE!



(Source: 2018 ANA/DMA Response Rate Report)

MAIL OUTPERFORMS

ALL DIGITAL CHANNELS

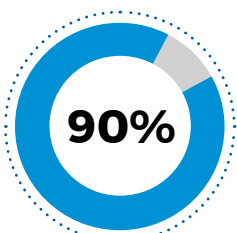


COMBINED BY

NEARLY 270%

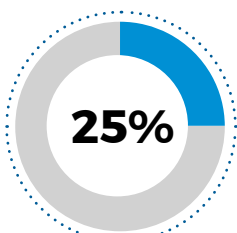
(Source: DMA, 2018)

OPEN RATES



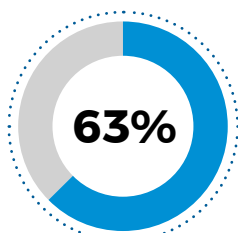
Direct mail

(Source: DMN)



Email

(Source: DMN)



Informed Delivery

(Source: DMN)

IT REMAINS RELEVANT

Millennials find paper mail a more **RELIABLE** source of information

(Source: USPS Mail Moments Review)

12%

response rate among 18-21 years olds

(Source: DMA)

64%

of millennials would rather scan the mail than email

(Source: USPS Mail Moments Review)

84%

of millennials look through their mail

(Source: USPS Mail Moments Review)

76%

of consumers trust direct mail when they want to make a purchase decision

(Source: MarketingSherpa)

U.S. PRINT & MAIL **INDUSTRY ACCOUNTS**

FOR

1 IN 17 U.S. JOBS



\$1.4 TRILLION INDUSTRY

(Source: EMA, 2015)

NEW TECHNOLOGY ALLOWS SEAMLESS INTEGRATION OF MAIL AND DIGITAL



Direct mail + digital

39%

more attention

(Source: Canada Post / Ipsos, 2016)



Email followed by direct mail

40%

higher brand recall

(Source: Canada Post / Ipsos, 2016)



Direct mail + web, email, or mobile:

45%

higher response rate

(Source: NonProfit PRO)



Direct mail + digital ads

28%

higher conversion rate

(Source: NonProfit PRO)



Retargeting website visitors with mail:

70%

more likely to convert

(Source: Criteo)

GET ON BOARD



Review course materials and sign-on at dmcourse.com



Email DirectEffect@usps.gov to connect with the USPS team