

BACK (/BLOG)

R.I.P. Traditional Marketing

Would you believe there is an entire generation of people that has never received direct mail? Over the past several years, digital marketing channels have earned far more attention than traditional ones. But just when you were about to write off direct mail altogether, the excitement around email marketing snowballed into an overload of emails and eventual backlash from consumers. Think about it—you would never consider sending a prospective customer three mailings every day for weeks at a time, so why do so many digital marketers cross the line into excess and potentially drive away business?

Considering that direct mail still offers 30 times the chance of a response (<http://www.cmocouncil.org/facts-stats-categories.php?view=all&category=direct-marketing>) than email marketing does, smart marketers have started to reconsider direct mail, giving it a freshness and relevance it has never seen before. The average person receives roughly 3,000 marketing messages per day, primarily via email, yet we only remember about four. Direct mail is permanent and it works for marketers who can make it relevant and deliver real business results.

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The next generation of direct mail will be built to drive online and offline conversions. Smart marketers will develop programs that combine print mail with digital marketing in new ways that emphasize the strengths of each to create high-touch campaigns. This can be achieved through the use of mailers that contain digital elements, such as personalized URLs, QR codes and social sharing options.

A Word of Caution

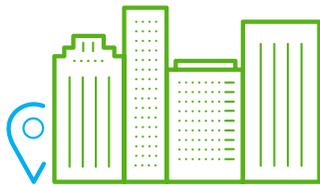
Direct mail has infinitely evolved, and adding digital components will make your marketing campaign much more compelling; however, these tools should still be used wisely.

- **The user experience has to come first.** If you are using marketing tools to drive consumers to your website, make sure your site offers actual value to the consumer, is easy to navigate and is free of technical snafus.
- **Take it easy.** Yes, it is possible to send too much direct mail, so make sure that your pieces are focused, relevant and used sparingly.
- **Use targeting and segmentation.** Make your direct mail pieces relevant to the recipient by refining your targeting as much as possible. Dynamic digital printing (DDP) is a technique that prints directly from a digital file and does not utilize print plates, which allows you to easily customize each piece, if you so desire, while still taking advantage of USPS bulk rates (<http://pe.usps.com/businessmail101/getstarted/bulkMail.htm>).
- **Plan ahead.** Giving yourself more lead time ensures better response rates, plus it allows you to take advantage of more intricate direct mail techniques.
- **Measure, measure, measure.** Tracking your results will only help you further refine your efforts, so make sure to track who did and did not respond.

Direct mail has one of the best returns on investment in marketing, which will continue to increase as marketers learn to integrate print and digital. Contact us today (<http://www.surveygizmo.com/s3/1660945/Andrew-Kelly>) to see how you

can best integrate print and digital marketing to deliver solid business results.

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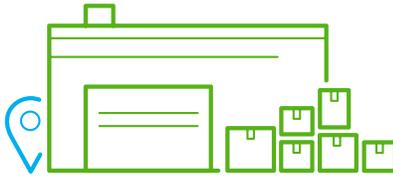
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