

# UNDERSTANDING DIRECT MAIL

Direct mail has been used as a successful way to contact customers in Britain since 1861, and although it may have changed considerably since then, it's still one of the most effective ways to promote your business and what it has to offer.







# WHAT IS IT?

Direct mail encompasses a wide variety of marketing materials, including brochures, catalogues, postcards, newsletters, and sales letters. Major corporations know that direct-mail advertising is one of the most effective and profitable ways to reach out to new and existing clients.

In fact, direct mail first started to appear in America way back in the 1700s. And there's a good reason for its longevity - it's highly effective!





## IS IT AN EFFECTIVE METHOD?

Research from Royal Mail, MarketReach have found:

**61%**

**SAID THAT MAIL GIVES THEM A GOOD IMPRESSION OF THE COMPANY**

**56%**

**SAID MAIL MAKES THEM FEEL VALUED**

**87%**

**ARE INFLUENCED TO BUY ONLINE AS A DIRECT RESULT OF RECEIVING MAIL**

**65%**

**SAY THEY ARE LIKELY TO GIVE MAIL, RATHER THAN EMAIL THEIR FULL ATTENTION**

We have a proven track record in increasing our client's ROI after using direct mail. Here at PSE, we've been constantly evolving and improving the strategy behind direct mail over the past 24 years to help our customers achieve their results.





# HOW WE CAN HELP

When considering using direct mail as a way to grow your business, it can seem like a daunting project with so many elements to consider. We can simplify the whole process for you from the initial concept right through to ensuring you're achieving the targeted return on investment.



## TOP TIPS

- 1** Printing on the outer envelope highlights all your offers before the pack is opened
- 2** Using a one-piece mailer format is a highly cost-effective way of launching new products
- 3** Sealing on all edges ensures you receive the lowest possible postage rate from all DSA providers
- 4** Using a personalised letter can be really well received and improves responses







## OUR EXPERT ADVICE

There are 3 main elements you need to consider to build a successful direct mail campaign and we've listed them below:

1

### STRATEGY

This is where we determine exactly what you would like to achieve through your campaign. Are you looking for improved results, attracting more traffic to your site, converting leads, increase sales of a particular product or hoping to drive a certain customer behaviour? This determines what to send and to whom.

2

### PROJECT PLANNING AND MANAGEMENT

Here is where we will create how the campaign will look and the tactical decisions of how it's received. We can really maximise the results and cost efficiencies, along with a schedule to ensure we're achieving the desired go-live date.

3

### EXECUTION

This is the exciting part where your campaign reaches customers and you start to see results! We'll be there to help you handle responses, returns and more importantly, analyse and understand the results.

There are of course many more details within these aspects of direct mail. Such as sourcing data and guaranteeing everything used is 100% GDPR compliant, keeping everything on brand and ensuring you're getting the best postage rates available. Following these 3 steps, we're able to create a campaign strategy for you that can become an integral part of your businesses growth.



# STAND OUT FROM THE CROWD

In busy market places, it has become more important than ever to stand out from the crowd. Here at Print Strategy, we can advise on innovative direct mail campaigns to reach your customers.

Video brochures are a great way to stand out to your customers and teach them in a personal way, inspiring customers to get back to you.

**“THE OPTIONS OF WAYS TO GRAB YOUR CUSTOMERS’ ATTENTION ARE ENDLESS”**

Rob Newton, Director, Print Strategy







## MERGING THE STRENGTHS OF EMAIL AND MAIL

Consumers are now making little distinction between their online and offline experiences with brands. As 86% of people have contacted an organisation online in direct response to receiving an item of mail. They simply expect the two elements to work seamlessly, and the popularity of 'click and collect' is just one of the outward signs of this. It's therefore, becoming essential that companies take an integrated approach to marketing, blending online with offline to increase brand visibility and interactivity, offering customers a consistent experience on websites, social media, mobile devices and offline campaigns. Mail encourages your customers to go online.

**AS A DIRECT  
RESULT OF  
RECEIVING  
MAIL:**

**92%**

**DRIVEN TO ONLINE  
OR DIGITAL  
ACTIVITY**

**86%**

**CONNECTED  
WITH  
BUSINESS**

**87%**

**INFLUENCED TO  
MAKE ONLINE  
PURCHASES**

**54%**

**ENGAGED IN  
SOCIAL MEDIA**

**43%**

**DOWNLOAD  
SOMETHING**

## CONTACT

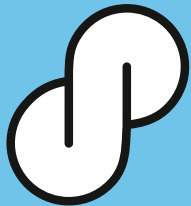
As offline marketing specialists, we've been helping some of the UK's most ambitious, fastest-growing brands with their print marketing for over 24 years. Our comprehensive service allows them to free up precious time to push their business forward. From luxury retail and travel to subscription services and mail order, we've worked in a broad range of sectors and with a huge array of companies.

## WE WILL HELP

- Show you the formats that work best for our clients and why
- Save you thousands on postage with our insider knowledge and expertise
- Share the small, cost-neutral steps that can make a huge impact on your results



**CALL US ON:**  
**01905 795 700**



**PSE**