

# **Direct Mail Success**

**by**

**Blending Powerful Impact with  
Long-Term Results**

# Today's Advertising Challenge...

*Creating advertising  
messages that  
deliver response.*



# Driving Response

## ■ Timing

- Deliver your message when the consumer is most likely to purchase. Align with activities and events in consumers' lives.

## ■ Relevance

- Speak to consumers needs, desires, and preferences.

## ■ Personalization

- Deliver an offer that is tailored, unique to the recipient, and “Cut through the Clutter”

# Are You Searching ...

for promotion and advertising that provide  
the **Biggest Bang for your Buck?**

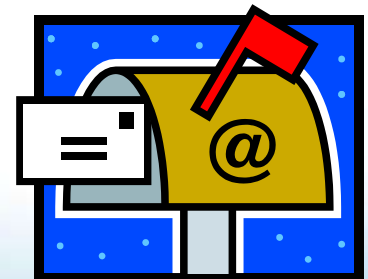


How about ... **Shelf life** that extends beyond  
all other printed promotions/advertising?

# Where are you advertising?

- Radio
  - Problem: Commercial free Satellite Radio
- Email
  - Problem: Spam Blockers
- Billboards
  - Problem: Location selection; Exposure time is brief
- Direct Mail
  - Solution - EVERYONE HAS A MAILBOX
- Telemarketing
  - Problem: Do Not Call List
- Newspapers
  - Problem: Declining Readership
- TV
  - Problem: DVRs skip commercials

*Direct mail can also guarantee your message will be in the consumers hands on a specific date.*



# The Mail Moment

The time each day when consumers bring in their mail to sort, organize, and read.

- 98% of consumers retrieve the mail the day it is delivered
- 77% will sort it immediately
- The average consumer spends 30 minutes reading their mail
- 90% of house mail sorters decide which mail is kept
- 81% of sorters make financial decisions
- 84% of sorters are the principle shoppers
- 67% find mail more personal than the internet
- 56% look forward to going to their mailbox
- 70% of consumers **VALUE DIRECT MAIL**

# What is the motivator?

	<b>2001</b>	<b>2006</b>
<b>My name is on the envelope</b>	<b>58%</b>	<b>59%</b>
<b>Timing of the piece arrival and my need of service</b>	<b>58%</b>	<b>69%</b>
<b>A special offer or discount</b>	<b>34%</b>	<b>51%</b>
<b>The package looks interesting</b>	<b>48%</b>	<b>63%</b>
Source: 2007 Vertis Customer Focus		

# Direct Mail Works!

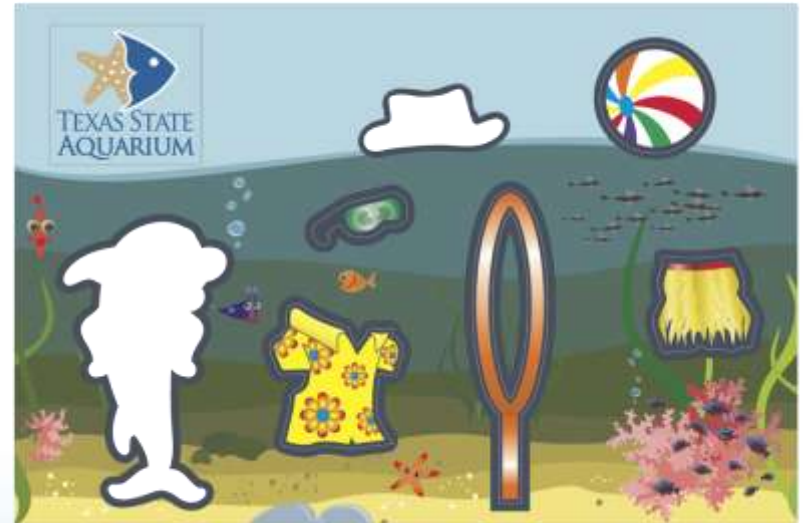
- **It's perceived as personal.**
  - **People enjoy getting their mail**
  - **Targeted mail provides savings**
  - **Targeted mail delivers helpful information**
  - **Direct mail is extremely cost effective**
  - **Direct mail is consistently successful**
  - **Everyone Has a Mailbox**



# Why Attach a Magnet to Your Mailer?

Magnetic products can Cut Through the Cluttered Market Place.

- Magnets HAVE
  - Shelf Life
  - Impact
  - Staying Power
  - Value
  
- Magnets ARE
  - Interactive
  - Flat
  - Flexible
  - Easy to Mail



# Your Advertising Arena

## The REFRIGERATOR!

- How many times do you visit your refrigerator per day?
- Where do important messages and coupons go?
- Adding a magnet to a campaign gives the mailing immediate impact at the mailbox and staying power in the home. Thus, Response rates that last.



# Effective Cost per Impression

Example:

100,000 magnets at 0.12 cents each = \$12,000 order  
Assume 10% redemption for 3 years.

$100,000 \times 10\% = 10,000$  magnets kept (Effective Profile)

$\$12,000 / 10,000 = 1.20$  each (Effective Cost / Piece)

$\$1.20 / 3 \text{ years} / 360 \text{ days} / 20 \text{ view per day} = \text{ECPI}$

**.000055 is your ECPI**

# Direct Mail Value

- **Direct mail products create new revenues like nothing else can.**
- **Direct mailers bring added value to your message.**
- **Direct mail provides the greatest opportunity to grow your business by:**
  - **Generating Traffic**
  - **Delivering new Revenues from Sale Events**
  - **Getting the Phones (and your cash register!) to Ring**
  - **Creating Repeat Business from existing Buyers**
  - **Increasing Website Traffic and Purchases**
  - **Delivering Return on Investment**

# Not sure how to begin?

## Use the 40/40/20 Rule!

### ■ 40 % Audience

- Select the right target audience—your mailing list. The list is targeted at the actual buyer, someone with a need.

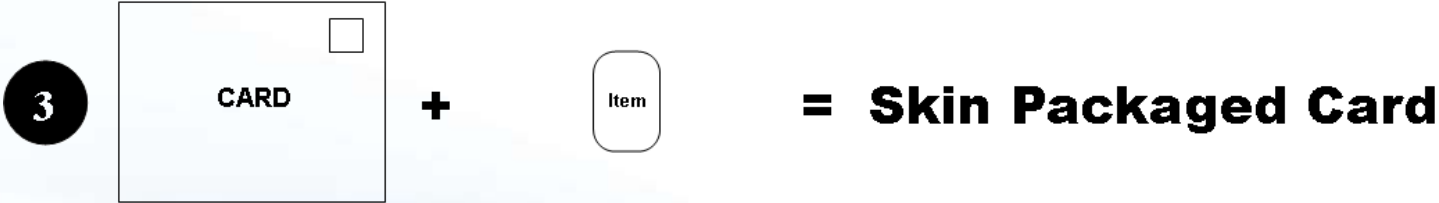
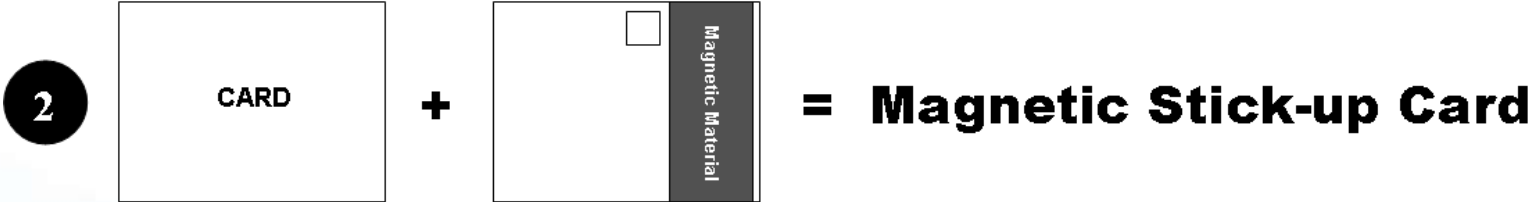
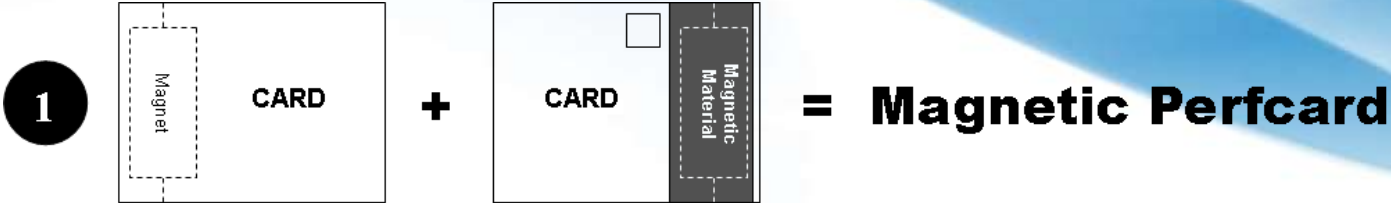
### ■ 40% Offer

- Choose your promotion/offer/message carefully. Simplicity works best for our nation of scanners. Think tempting discount, free gift or rebate.

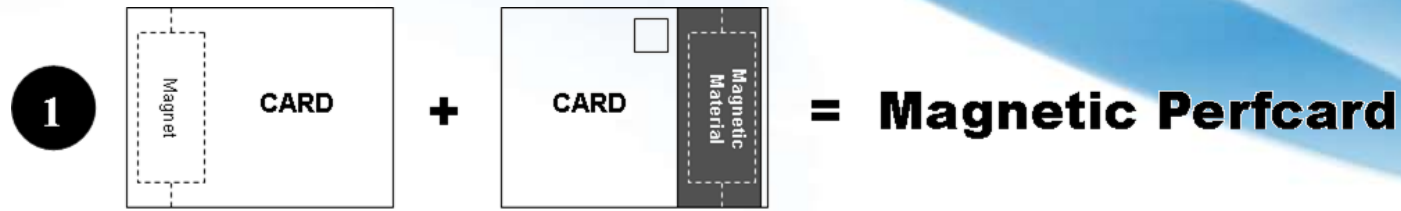
### ■ 20% Creative

- Think creatively when designing your direct mail piece. Give your customers a reason to spend more time considering it.

# What type of mailing fits you?



# Magnetic Perfcard Option



In this option, part of your card becomes the face of your magnet. The receiver punches out the magnet backed portion of the card. That magnet very quickly and easily goes from the mailbox to the heart of the home, the kitchen. Once there, your message gets repeated exposure to everyone in the household and their visitors.

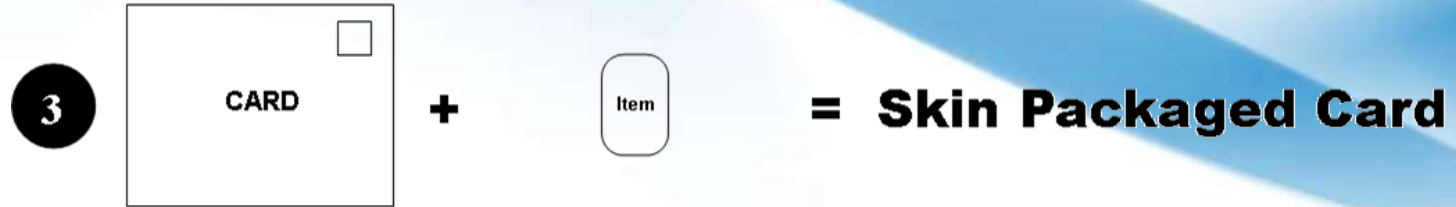
# Magnetic Stick-up Card



In this option, the entire card becomes your magnetic message! Most commonly seen on pizza boxes, this option is very popular when sending coupons or other information that needs a larger imprint space. There's no "disassembly required" on this piece - it goes directly from the mailbox to the refrigerator!



# Skin Packaged Card



Looking for a way to send a small gift without a lot of packaging? This may be just the answer you were looking for! Adding a small item to a postcard means more attention for your message. We can guide you through the steps to make this happen.

# Super Seal Card



Putting a magnet on a postcard increases the amount of time and attention your mailing (and your message!) will receive at the mailbox. Do you like that idea, but really want to personalize the size or shape of the magnet? Why, that's our specialty! We can help you mix and match the right mailer card with the right magnet to really make an impact at the mailbox.

# What's Next?

**Call us to discuss your next mailing project!**