



MULTI-CHANNEL DIRECT MARKETING

ADDING EVEN MORE VALUE TO MAIL

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LIST BAZAAR

2023

SNAILWORKS SERVICES



MAIL TRACKING *SERVICES*

INFORMED DELIVERY *ADVERTISING*

DIGITAL MARKETING *SUPPORT*

POLITICAL MAIL *TRACKING*

WHAT IS MULTI-CHANNEL MARKETING?

- Using multiple marketing channels in a coordinated manner with an offer
- Provide multiple opportunities to respond
- Brand immersion
- Keep campaign alive with follow-ups

WHY MULTI-CHANNEL?

- One channel tends to strengthen the others
- When built around direct mail, multi-channel allows additional ways to deliver impressions at the right moment
- Low-cost follow up and coordinated channels

MULTI-CHANNEL VS. OMNI-CHANNEL

- Multi-channel tends to be campaign centered – built around an offer or a product
- Omni-channel is more customer-centered – using customer data and history to optimize the brand experience

WHO'S GOOD AT WHAT MATTERS

- Print/Mail service providers and production agencies are expert at deploying direct channels
 - Data experts
 - Production and art experts
 - Personalization
 - Coordination
 - Channel deployment

WHO'S GOOD AT WHAT MATTERS

- Print/Mail service providers and production agencies tend not to be expert at:
 - SEO
 - Retargeting (online) and social media
 - Design and offer creation
- Focus on your strengths

DIRECT MAIL CAMPAIGN CHANNELS

- These are the channels customers look to their mailer for:
 - Direct mail
 - Email marketing
 - Informed Delivery
 - PURLs
 - QR codes
 - Remailing

DIRECT MAIL: THE ESSENTIAL CHANNEL

Postal mail still has important advantages that no other channels share...



DIRECT MAIL: THE ESSENTIAL CHANNEL

Targetability

**Market
Penetration**

Exclusivity

**Not
Permission
Based**

**The Mail
Moment**

DIRECT MAIL LIMITATIONS

**Unpredictable
delivery time**

**Lacks State-of-
the-art buzz**

Expensive

**Requires effort
to respond**

A DIGITAL SOLUTION

Tying in other marketing channels can help overcome direct mail's limitations

EMAIL MARKETING

- **Strengths:**

- Cheap
- Precisely timed
- Allows for immediate response with a click
- Very measurable

- **Weaknesses:**

- Cheap – low perceived value
- Permission based
- Low open rates
- Difficult to get lists or target

INFORMED DELIVERY

- **Strengths:**

- Virtually free - Sometimes cheaper than free – promotions
- Perfect timing
- Additional impressions – 30%+ market penetration
- Included link to web
- Consumers love it
- Great data source

- **Weaknesses:**

- Requires additional artwork
- May require some technical help
- You're not doing it

PURLS

- **Strengths:**

- Personalize every web interaction
- Very measurable
- Can be engaging for consumers

- **Weaknesses:**

- Managing landing page personalization can be complex
- May require some technical help
- Many clients have existing landing page resources

QR CODES

- **Strengths:**

- Consumer acceptance
- A “buy now” button on a mail piece
- Can be personalized and tracked
- Can have all the functionality of a PURL
- Easy to do

- **Weaknesses:**

- Requires planning in design
- Generally limited to mobile devices
- Not all consumers responsive

REMAILING

- **Strengths:**

- An additional high-impact impression on best prospects
- Easy to select best opportunities
- Can be sent to whatever scale works best
- Can have all the other channels still coordinated

- **Weaknesses:**

- Relatively high per-piece cost
- Not as fast as other retargeting

OTHER CHANNELS

- There are other marketing channels that can coordinate with direct mail, but mailers tend not to look to their MSP as the service provider

SOCIAL MEDIA

- **Strengths:**

- It's everywhere! Great reach
- Very low media cost...unless it isn't
- High-tech, up-to-date

- **Weaknesses:**

- Passive - Inbound
- High maintenance
- Always changing



IP TARGETING AND RETARGETING

- **Strengths**

- Reaches consumers where they buy
- Adds impressions

- **Weaknesses**

- Complicated
- Expensive

MULTI-CHANNEL HELPS

- Direct mail drives prospects to the web
- Coordinated email and ID can help simplify and boost response
- Coordinated email and ID offers a simplified path for response – just click
- Remailing keeps a campaign going

BUILDING AROUND YOUR MAIL

All these channels are in use in most marketing organizations. Coordinating them with mail makes them all more effective – they are NOT a replacement for mail!

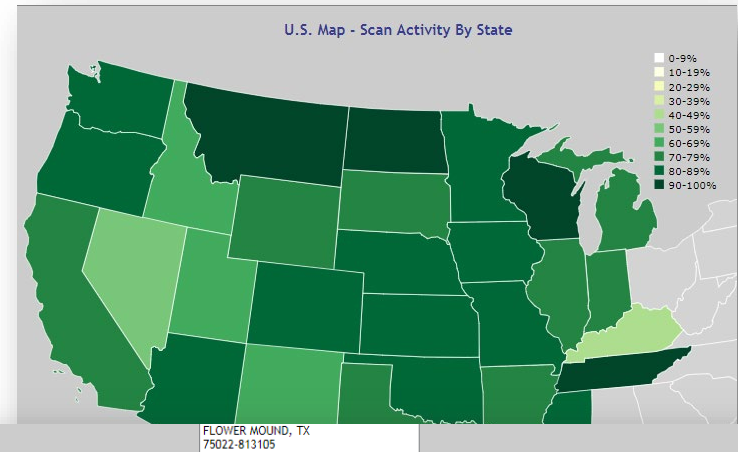
Don't stop doing what your doing – just build around the mail, too

START WITH THE MAIL

- Design with other channels in mind
- Keep offers clear and obvious
- Keep call to action clear
- Build links to online landing page

TRACK MAIL DELIVERY

- USPS Informed Visibility reveals when each piece is delivered;
- You can use this data to trigger other channels – boost response with coordinated email, telemarketing, web display

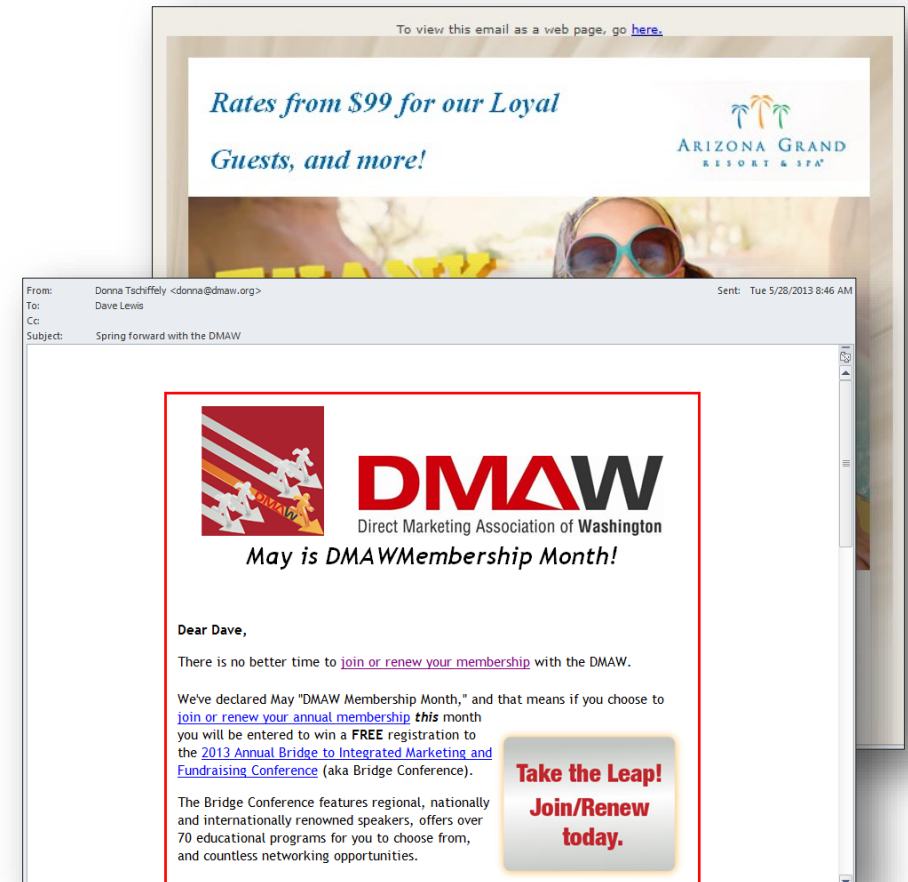


All Fields

Informed Visibility Scan Details										
Scan Date	FCLT ID	Facility	Event Code	Description	Stop The Clock	Routing Code	Handling Event Type	eDoc	Container ID	Tray ID
8/2/2019 5:40:49 PM	84199	SALT LAKE CITY	878	Departed Facility	N	75022813105	Assumed	00029354	000017	
8/2/2019 7:23:59 PM	84199	SALT LAKE CITY	874	Container Accepted	N	75022813105	Assumed	00029354	000017	
8/2/2019 9:09:41 PM	84199	SALT LAKE CITY	878	Departed Facility	N	75022813105	Assumed	00029354	000017	
8/3/2019 9:52:17 AM	80266	GMF FINANCE	876	Arrived at Facility	N	75022813105	Assumed	00029354	000017	
8/4/2019 5:00:07 PM	80266	GMF FINANCE	876	Arrived at Facility	N	75022813105	Assumed	00029354	000017	
8/5/2019 2:13:16 AM	80266	GMF FINANCE	157	Sortation/Distribution	N	75022813105	Assumed	00029354	000017	
8/6/2019 3:05:49 PM	75398	DALLAS	437	Sortation/Distribution	Y	75022813105	Assumed	00029354	000017	
8/6/2019 4:09:23 PM	75398	DALLAS	865	Bundle Nested in Container by USPS	N	75022813105	Assumed Logical	00029354	000017	
8/7/2019 1:46:58 AM	75398	DALLAS	878	Departed Facility	N	75022813105	Assumed	00029354	000017	
8/7/2019 11:56:34 AM	75099	NORTH TEXAS	247	Sortation/Distribution	Y	75022813105	Assumed	00029354	000017	
8/7/2019 2:08:35 PM	75099	NORTH TEXAS	865	Bundle Nested in Container by USPS	N	75022813105	Assumed Logical	00029354	000017	
8/7/2019 6:45:09 PM	75099	NORTH TEXAS	403	Sortation/Distribution	Y	75022813105	Actual	00029354	000017	
8/8/2019 3:49:42 AM	75099	NORTH TEXAS	406	Sortation/Distribution	Y	75022813105	Actual	00029354	000017	
8/8/2019 4:20:12 AM	75099	NORTH TEXAS	000	Unknown	N	75022813105	Assumed	00029354	000017	
8/8/2019 4:55:47 PM	75022	FLOWER MOUND	517	Delivered	Y	75022813105	Logical			

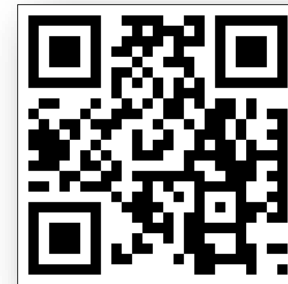
TRIGGER EMAIL MARKETING

- Coordinate triggered emails with mail delivery
- Reinforce branding and offer
- Provide another path for response
- Inexpensive – easy to add additional efforts



STEER RESPONSE WITH PURLS, GURLS, AND QRURLS

- A URL is a Uniform Resource Locator
- Generally links to campaign landing page
 - PURL: Personalized URL
 - *[DaveLewis.VisPlus.report](#)*
 - GURL: General or “Guest” URL
 - *[www.VisPlus.report](#)*
 - QRURL: QR code URL – Optimized for mobile



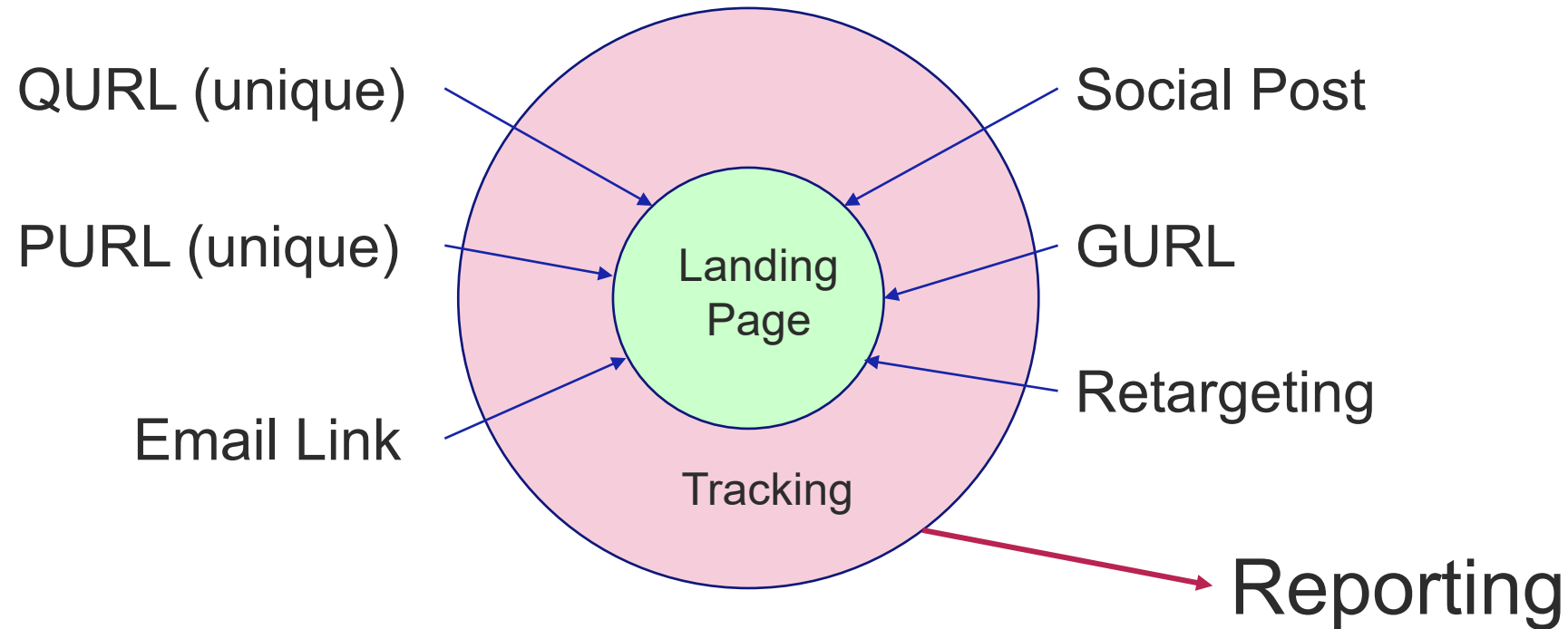
LANDING PAGES

- A Landing Page is a web page created specifically for the campaign/offer – sometimes called a micro-site
- Typically reflects the branding of the direct mail and email marketing efforts
- Leads directly to the offer – may be prepopulated
- May or may not reflect branding from company web site

MEASURING LANDING PAGE METRICS

- Many organizations created and host their own landing pages:
 - Donation pages
 - Event registration
 - Coupons
- MSP can add value by providing real-time tracking and reporting

LANDING PAGE IS AT THE HEART



TRACK AND MEASURE



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 855-MySnail (855-697-6245) | dewis@snailworks.com

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Campaign Summary							
		Sent	Delivered	Opened	Clicked	Visits	Conversions
Campaign Name:	K146 Rental Program	12,325	11,790				
Company:	MCS, Inc.					0	0
Campaign Id:	9431					7	2
Drop Date:	Feb 03, 23					7	0
Estimated Qty:	12,325			740	68	432	2
						10	0
						0	0
						456	4

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Direct Mail Delivery		
InHomeDate	Count	% Complete
Fri Feb 17, 23	58	0.5
Sat Feb 18, 23	79	0.6
Tue Feb 21, 23	194	1.6
Wed Feb 22, 23	3,857	31.3
Thu Feb 23, 23	1,538	12.5
Fri Feb 24, 23	1,400	11.4
Sat Feb 25, 23	1,211	9.8
Mon Feb 27, 23	1,490	12.1
Tue Feb 28, 23	376	3.1
Wed Mar 01, 23	746	6.1
Thu Mar 02, 23	476	3.9
Fri Mar 03, 23	175	1.4
Sat Mar 04, 23	102	0.8
Mon Mar 06, 23	59	0.5
Tue Mar 07, 23	11	0.1
Wed Mar 08, 23	3	0.0
Thu Mar 09, 23	3	0.0
Fri Mar 10, 23	4	0.0
Sat Mar 11, 23	1	0.0
Mon Mar 13, 23	4	0.0
Total:	11,790	95.70

e-Mail Delivery		
Email Status	Count	
Clicked:	68	
Forwarded:	0	
HardBounced:	0	
Opened:	740	
OptedOut:	480	
Sent:	3,216	
SoftBounced:	102	

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Landing Page Visits		
Date	Count	% Complete
Fri Feb 03, 23	2	0.0
Mon Feb 06, 23	2	0.0
Tue Feb 07, 23	3	0.0
Wed Feb 22, 23	2	0.0
Thu Feb 23, 23	20	0.2
Fri Feb 24, 23	137	1.1
Mon Feb 27, 23	66	0.5
Tue Feb 28, 23	57	0.5
Wed Mar 01, 23	106	0.9
Thu Mar 02, 23	12	0.1
Fri Mar 03, 23	16	0.1
Mon Mar 06, 23	10	0.1
Tue Mar 07, 23	3	0.0
Wed Mar 08, 23	9	0.1
Thu Mar 09, 23	1	0.0
Fri Mar 10, 23	2	0.0
Mon Mar 13, 23	1	0.0
Tue Mar 14, 23	1	0.0
Thu Mar 16, 23	2	0.0
Tue Mar 21, 23	3	0.0
Total:	456	3.60

Conversions		
Date	Count	% Complete
Fri Feb 03, 23	4	0.0
Total:	4	0.00

Alternative Channels	
Channel	Count
Printed Ads	0
Remarketing	0
IP Targeting	0
Phone Calls	0
Inbound Mail	0
Search/Display Ad	0
Totals:	0

Social Media		
Source	Count	
LinkedIn	0	
Facebook Post	0	
Twitter	0	
GooglePlus	0	
Email Share	0	
Social Other	0	
Total:	0	

Alternative Channels	
Channel	Count
Printed Ads	0
Remarketing	0
IP Targeting	0
Phone Calls	0
Inbound Mail	0
Search/Display Ad	0
Totals:	0

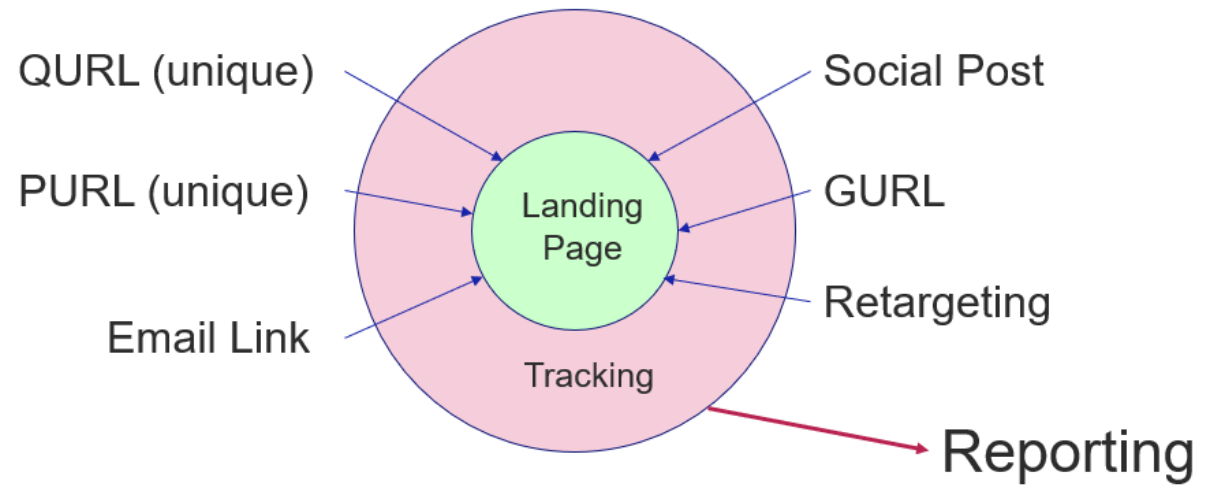
Social Media		
Source	Count	
LinkedIn	0	
Facebook Post	0	
Twitter	0	
GooglePlus	0	
Email Share	0	
Social Other	0	
Total:	0	

REMAILING

- Narrow the audience:
 - Email openers
 - Landing page visitors
 - ID multi-emails
- Keep it simple:
 - Postcard with QR code

SUPPORT CAMPAIGN WITH SOCIAL MEDIA

- Social Media is generally the building of networks and communities on digital sites such as Facebook, LinkedIn, Twitter, and others
- The MSP can provide tracking links to measure response from all channels



KEEP YOUR CAMPAIGN ACTIVE

- Remarketing
 - Place cookies on landing pages
 - Creates links back to landing page
- More Emails
- More Direct Mail

MAIL MEETS THE WEB

At the heart of a direct marketing campaign, direct mail remains The essential channel.

Coordinating it with other channels, measuring and refining the campaign are keys to its success.



My mother-in-law never
got the mail piece.

Did anybody?

Questions?

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