

SYNERGY SAYS

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Think that
Direct Mail
is Dying in the
Digital Age?
Think Again.

Multi-Channel Mailing

Direct Mail Strategies for the Internet Era

The internet has created a virtual Pandora's box for marketing, allowing companies to reach customers through more mediums than ever before. The internet has given people the ability to communicate faster than ever before; giving companies cheap, immediate access to consumers. And it's not just the internet; smart phones, tablets, social media, and emails await at the fingertips of consumers, all ready to present offers, send responses, and gather information. However, at some point this revolution led to the popular misconception that

less expensive internet tactics are more effective at targeting consumers than the more traditional direct mail. For shame we say!

DMA studies have shown that the average cost per lead generated by direct mail is around \$47.00, where email delivers a slightly higher cost per lead at \$53.85, where the average lead generated from paid search campaigns cost around \$99.47. While "more modern" online strategies

seem essential in the competition for consumers attention, direct mail is still the medium "hitting home" and reaching prospects.

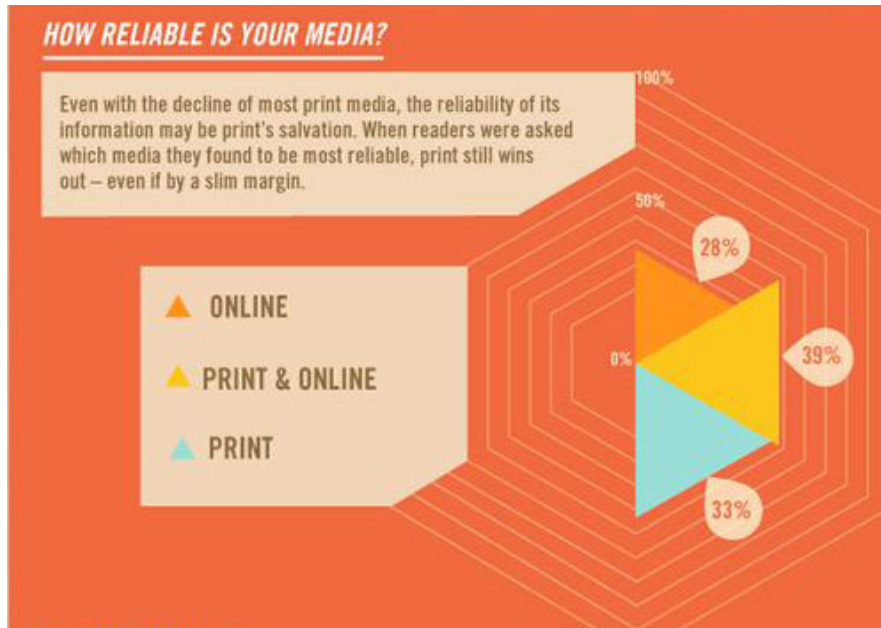
Studies have registered that a wide range of consumer demographics are becoming more and more likely to respond to multiple formats of direct mail - including



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everything from post cards to catalogs. In the wake of the communications revolution, direct mail has the unique ability to cut through the marketing noise of offers to generate... a response.

emotionally engaged and is potentially reflecting more on a response” when viewing direct mail, says Graham Page, executive vice president of consumer neuroscience at Millward Brown. Also, because the brain saw mail as real, deeper memories were likely being created.



Out with the old, and in with the new:

Using technology to your advantage

Mail is still an essential element of marketing programs, but its role has changed. The traditional direct mail strategy of “spray and pray” is no longer enough to maintain active engagement from a customer base. People are not living “single channel”

So it seems that the change of heart might be coming too soon. The findings of a recent research project and subsequent study done by leading global research agency, “Using Neuroscience to Understand the Role of Direct Mail” tells us that direct mail still maintains its ability to cut through clutter and deliver calls to action; meaning mail is still a powerful part of any marketing campaign.

lives: consumers are interacting with one another constantly, via email, social networks, text messages, even magazines and radio commercials are constantly shouting messages at consumers. Hitting prospects with a single marketing message from a single channel is not enough to catch their attention.

The problem now is determining which avenues are the most effective in which to pursue potential customers.

Why it Works:

The Neuroscience Behind Direct Mail

The research project used fMRI brain scans to see which areas of the brain became active when participants viewed the same marketing message as a physical piece of direct mail and digitally on a computer screen- Showing that our brains process paper-based and digital marketing in different ways, and in particular that paper ads caused more emotional processing; suggesting “the brain is more

Track Every Move:

Big Brother is watching.

One on the most powerful tools the internet has delivered to direct mailers is tracking abilities. Tracking and analyzing the response to a direct marketing campaign provides priceless feedback and insight for that the marketer can then use to optimize not only the current promotion, but also future campaigns and

Why Does Direct Mail Drive Results?

The answer may reside deeper than you think. Studies show direct mail makes a deeper impression on our brains than less tangible modes of marketing.

- Tangible materials leave a deeper footprint in the brain. Note: This is not just because the physical materials stimulate both sight and touch; the subtraction of brain signals from the scrambled materials accounts for this.
- Material shown on cards generated more activity within the area of the brain associated with the integration of visual and spatial information (the left and right parietal).
- This suggests that physical material is more “real” to the brain. It has a meaning, and a place. It is better connected to memory because it engages with its spatial memory networks.
- Physical materials produced more brain responses connected with internal feelings, suggesting greater “internalization” of the ads
- The brain’s “default network” appeared to remain more active when viewing direct mail. Activity in this brain network has been associated with a greater focus on a person’s internal emotional response to outside stimuli. This suggests that the individuals were relating information to their own thoughts and feelings.

marketing efforts. By implementing small, simple changes and being aware of the customers’ response, utilizing tracking tools makes direct mail one of the most targetable and effective ways to generate leads and communicate with customers. Our favorite simple tracking methods are:

- Bar Codes for mail tracking
- PURLS
- Unique (800) numbers for live inbound call tracking and recording
- Synergy VX PURL and Landing Pages
- Customer Codes
- Coupon Codes

Multi-Faceted Marketing

All channels lead to... sold!

Mail now contributes its best performance when partnered with other

reliable marketing channels like TV, web, radio, and social media.

Consumers are affected by marketing that they see branded and repeated constantly, marketing that is multi-dimensional.

How to create these multifaceted wonder campaigns? Instead of treating traditional and online marketing like separate entities, treat them as one cohesive campaign, with the same goals, hitting the same prospect through multiple avenues, ultimately, increasing response across all marketing channels.

Mail + Radio

Pete and Repeat were in a boat ...

Pete jumps out and who is left? Repeat! The concept is simple: use a radio ad to catch buyers attention while on their daily commute and when they arrive at home, a mail piece describing the same offer is waiting for them. This program is simple, effective, and repeating the same offer across a few different mediums

is always an effective way to increase response, as buyers are more likely to buy from brands they recognize.

Mail + Web

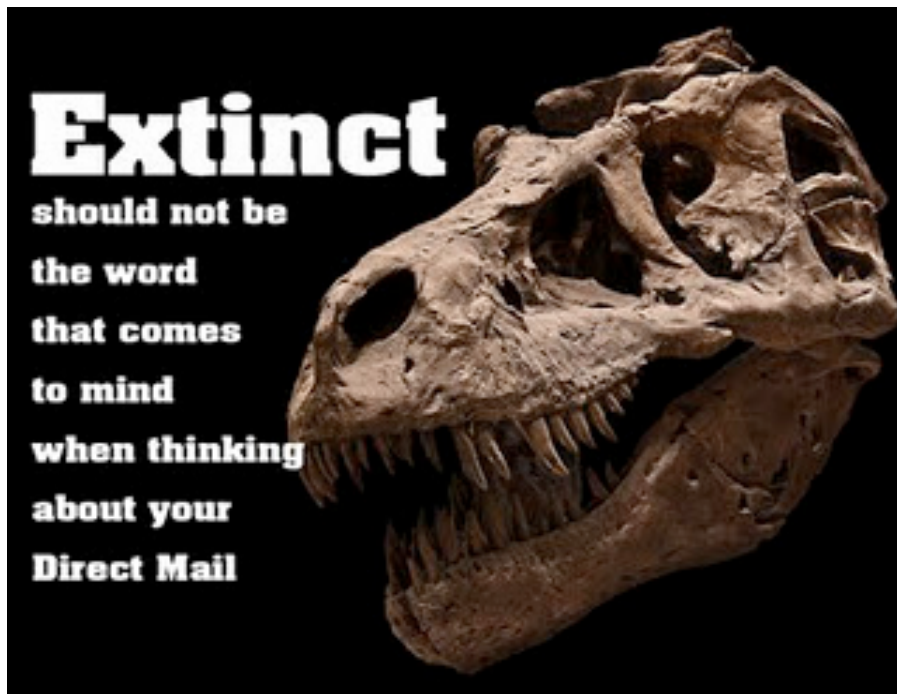
A Marketing Match Made in Heaven

Following up web based inquiries with a greeting card, postcard, or thank you card is a great way to reach out to potential customers and entice them with further offers.

Mail + Social

Modern Word of Mouth Marketing

This one is the kicker. Incorporate a Synergy VX Smart PURL or URL onto a direct mail piece, and use it to encourage users to share your offer on their favorite social media



Sending mail with a personal URL, or PURL, on the piece is another way to incorporate web and mail. Offering an alternative response mechanism is often a great way to increase response, and PURLS are personal, brand-able way to for prospects to respond quickly from their computer. Take this strategy one step further by adding a QR code to the piece that directs to each recipients PURL- that way they can scan and respond from their smart phone on the go!

platform (Facebook, Twitter, LinkedIn, etc). So now, even if you only send 5,000 postcards, there is an opportunity for unlimited response, because of the viral growth of the campaign via social sharing. This method has seen response rates increase more than 200%!

Synergy Vx Platform acts as an accelerator, using social networks to spread offers amongst prospective customers with similar demographics to current customers. How? Viral Social Sharing.

And while it sounds complicated, the software embellishes the value of traditional

What is a PURL?

PURL (*personalized landing page*)

Instead of directing your customers to a website or phone number, direct your customers to a personalized custom made microsite, where you can ask them a few simple survey questions, and provide them with more information about your product.



marketing exponentially with the simple addition of a Smart PURL or Social URL. Once people begin your campaign, it will take on a life of its own. The root of the strategy goes all the way back to referral or word of mouth marketing, except modern and cool. Word spreads exponentially faster due to the all convenient and ever-present internet already equipped with all the tools needed to spread the word quickly and virally through every social network imaginable.

The Moral of the Story:

Direct Mail has a place in every marketing program

The practice of mailing customers in order to increase loyalty, sales, or just communication is not new to the marketing world, and just the longevity of the practice is proof that direct mail is not only effective, but in many cases direct mail programs have higher return on investment than their TV, radio, social media, and even email counterparts. But the secret is simple: instead of treating traditional and online marketing like separate entities, treat them as one cohesive campaign, with the same goals, hitting the same prospect through multiple avenues, ultimately, increasing response across all marketing channels.



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