



Marketing Course

**Direct
Mail
Strategy**



**"FREE"
Address
Lists on**

Tuesday, Aug 24 @10 AM

Mill Creek Conference Room Or RingCentral

<https://meetings.ringcentral.com/j/4252248400>



Direct Mail Strategy

AGENDA

- 1. WHY DIRECT MAIL IS HAVING ITS COMEBACK MOMENT**
- 2. THREE TIPS TO MAKING YOUR DIRECT MAIL STRATEGY MORE EFFECTIVE**
- 3. TALK ABOUT HOW MUCH DIRECT MAIL WILL COST YOU**
- 4. SHOW YOU AN EXAMPLE OF A DIRECT MAIL CAMPAIGN**
- 5. SHOW YOU HOW TO DOWNLOAD “FREE” MAILING LISTS FROM MEGAPHONE**



Direct Mail Strategy

MARKETING



WORKS!



Direct Mail Strategy



**MULTI-
CHANNEL
MARKETING
WORKS**

12-30 TOUCHES TO CONVERT

MAX/Value

RE by
— TO

Direct Mail Strategy

OBJECTION!

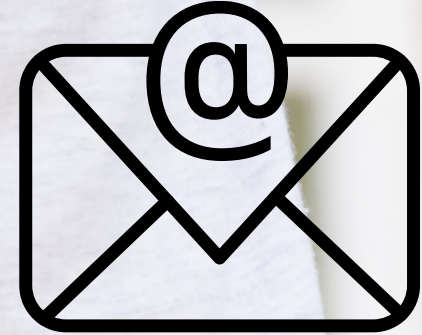


Direct Mail Strategy

**OBJECTION! DIRECT
MAIL IS DEAD!**



Direct Mail Strategy



**107 EMAILS RECEIVED
PER PERSON PER DAY**



**63 DISPLAY ADS
PER PERSON PER DAY**



**2 PEICES OF MAIL
PER PERSON PER DAY**

**UP TO 90% OF
DIRECT MAIL GETS
OPENED AS
COMPARED TO ONLY
20-30% OF EMAILS**



Direct Mail Strategy

OBJECTION!
DIRECT MAIL
LACKS IMPACT!



Direct Mail Strategy

**44% OF PEOPLE CAN
RECALL A BRAND
IMMEDIATELY AFTER
SEEING A DIGITAL AD
COMPARED TO 75% OF
PEOPLE WHO RECEIVE
DIRECT MAIL.**

Source: marketingprofs.com



Direct Mail Strategy

OBJECTION!
MILLENNIALS DON'T
READ MAIL!





Direct Mail Strategy

62% OF MILLENNIAL RESPONDENTS SAID THEY HAD VISITED A STORE IN THE PAST MONTH BASED ON INFORMATION RECEIVED IN THE MAIL – MORE OFTEN THAN GEN XERS OR BOOMERS!!!!

Source: USPS Study on Millennials



Direct Mail Strategy

HOW???

Direct Mail Strategy

BRAND RECOGNITION IS ALL

ABOUT REPETITION

TRY

8

X

8

8 MAILERS IN 8 WEEKS

Direct Mail Strategy

THE MAILER FORMAT MATTERS. ACCORDING TO THE ANA, OVERSIZED MAILERS HAVE THE HIGHEST RESPONSE RATE AT AROUND 5% VS. LETTER-SIZED AT 3.5%.

TIP: 8.5 X 5.5 MAILERS STANDOUT WHEN FOLDED INTO MAGAZINES



Direct Mail Strategy



**PEOPLE SPEND 25%
MORE WHEN DIRECT
MAIL IS COMBINED
WITH EMAIL
MARKETING.**

Source: digitaldoughnut.com

TIP: UPLOAD YOUR MAILING LIST TO YOUR FACEBOOK ADS ACCOUNT

Direct Mail Strategy

HOW MUCH DOES IT COST?





Direct Mail Strategy

OK, REALLY, HOW MUCH DO I NEED TO SPEND?



Direct Mail Strategy

OK, REALLY, HOW MUCH DO I NEED TO SPEND?

8 MAILERS
8 WEEKS
100 HOMES
\$1 PER HOME
=
\$800



Direct Mail Strategy

OK, REALLY, HOW MUCH DO I NEED TO SPEND?

8 MAILERS
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**% OF REVENUE TO SPEND ON
MARKETING**

SBA = 7-8%
TO

JARED JAMES = 23%

\$500K SALE = \$15K GCI
**= \$1,050 TO \$3450 PER
TRANSACTION**