

WHY DIRECT MAIL IS BOOMING AMID COVID-19



Learn how to send targeted direct mail to your audience while they're at home and ready to engage.

Direct mail is skyrocketing while we remain at home due to the pandemic.¹ And for many, remote working is here to stay.² This is a great opportunity for you to incorporate direct mail in your marketing strategy.

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WHAT IS DIRECT MAIL?

“Free standing insert (FSI) and direct mail can be incredibly effective”

Sucharita Kodali, VP
Principal
Analyst at
Forrester
Research.

In a nutshell, direct mail is a way of communicating with your consumers directly to their home. It allows you to target your audience according to location and demographic profile. There are many different types of direct mail marketing pieces, such as [postcards](#), [flyers](#), [coupons](#), [magazines](#), [envelopes](#), [wraps](#), and more. While your audience is bombarded with digital messaging all day, direct mail breaks through in an authentic, unexpected, nostalgic and tangible way.

Some of the best ways to use direct mail for your brand include:

- To promote a deal, discount, offer, or rebate to your target audience and gain new customers
- To update customers about upcoming events, new service roll-outs, loyalty milestones, and rewards
- To introduce your product or service to a specific area and/or demographic
- To drive traffic to your website, online store, or social media profiles
- To showcase a loyalty program or send a personalized thank you card to your existing customers.



THE CURRENT DIRECT MAIL **OPPORTUNITY**

Overall, direct mail performance and engagement continues to climb. According to Canada Post, **92%**⁶ of people surveyed read direct mail and **71%**⁶ share it.

Direct mail isn't just a great opportunity for your brand – it's a missed opportunity if you don't use direct mail as part of your integrated messaging strategy.



92%
READ



79%
SAVE



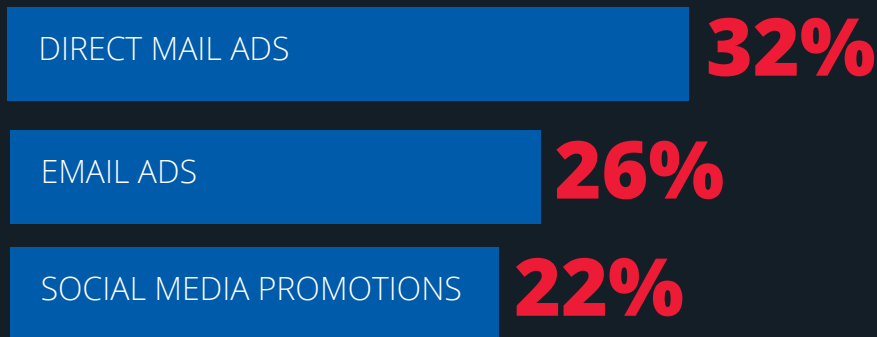
71%
SHARE

If you want to drive traffic to your website or social profiles, keep in mind that the number of people venturing online after being prompted by an item of mail increased **88%**.⁶

So, what does this mean for results-oriented marketers?

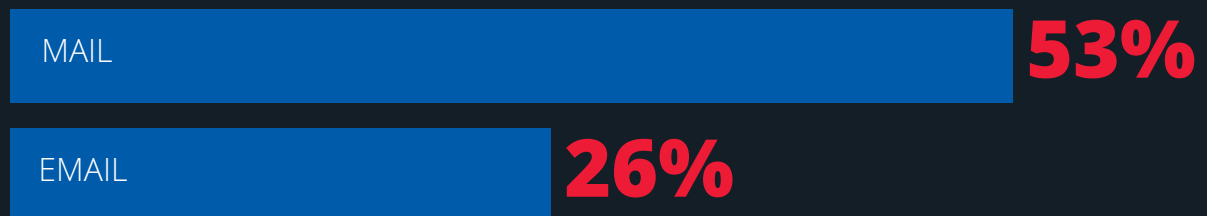
It means there's an opportunity for you to get your messaging directly into the hands of your target audience – while they're at home, receptive, and ready to engage.

DIRECT MAIL PERSISTS



Were passed along to someone else by customers

DIRECT MAIL GETS NOTICED



Consumers are more likely to notice and read

SHARED DIRECT MAIL

Shared direct mail is a piece of direct mail featuring local, regional and national advertisers who share the cost. It's significantly less expensive than solo mail, often costing mere pennies per targeted household for design, printing, and mailing combined. Shared mail is ideal for businesses seeking to attract customers and drive sales.

- Share the cost of mail with local, regional and national advertisers
- Reach 90% of Canadian homes at a fraction of the cost of solo mail

DRMG MONEYSAVER SHARED DIRECT MAIL

- 8 different publication
- **Over 470+** local marketing zones
- **18,142,500** annual circulation
- **2.6 Billion** coupons



SOLO DIRECT MAIL

Solo mail is a stand-alone piece of direct mail is uninterrupted in the mailbox. This allows us to target a unique mailing list based on your advertising goals. Using billions of data points, we can send solo direct mail to your audience based on thousands of attributes such as location, home type, demographics, personal preferences, and the behaviours of your ideal customer.

Then, you can track your results to help optimize subsequent campaigns so we can put together a mailing list that reaches consumers who are most likely to be interested in your brand.

DRMG SOLO DIRECT MAIL

- Communicate with consumers 1:1
- Maximum real estate to promote your brand message, products, services and offers.
- 100% branded to your business: no shared ad space.
- Target homes, condos, apartments, businesses, and rural addresses
- Leverage 30,000 consumer data points and 800 targeting attributes



51%

**purchased in-store or online after
receiving a direct mail piece**

20%

**higher motivation response with
direct mail than digital media,
making it far more persuasive.**

39%

**more attention (time spent) to campaigns
that integrate direct mail and digital than
single-media campaigns.**

PRINT IN A DIGITAL WORLD

If you don't incorporate direct mail advertising in your marketing strategy, you are missing out. Direct mail is an effective way to raise awareness among your target audience and increase overall conversions. For example, **92%** of people say they read or scan their mail daily.³ That's an incredible opportunity that you can use to your advantage. Plus, the response rate for direct mail is more than **30 times** the response rate for email.⁴

Overall, print and digital marketing are both effective, but they become even more powerful when combined using data and analytics. In fact, **186%**⁷ more time is spent with integrated direct mail and display campaigns than display only. So, consider integrating technology such as QR codes to link your print media with your digital content, exclusive offers, and more.

186%

more time is spent with integrated direct mail and display campaigns than display-only

5.3 Billion

QR code coupons will be redeemed by smartphones by 2022 - a 35% increase!⁵

DATA DRIVEN DIRECT MAIL

Here's some more good news for marketers: Direct mail can be leveraged with data. Similar to digital marketing tactics, first-party customer lists and third-party data can be used to help you target the right person with the right message at the right time through the right channel.

As our inboxes get more cluttered, our mailboxes have become prime real estate again. Technology has leveled up what's possible with direct mail. Artificial Intelligence technology allows us to help brands learn more about their target audience. Tracking how a recipient interacts with a direct mail offer or whether it results in a call, product trial, or purchase, is easier than ever.

IT'S ABOUT COMBINING



RIGHT
PERSON

+



RIGHT
MESSAGE

+



RIGHT
TIMING

+



RIGHT
CHANNEL

DATA DRIVEN DIRECT MAIL

[Direct Response Media Group](#) (DRMG) does a deep dive to find your target market using demographic tools and precision targeting. We include over 800 different targeting attributes such as household income, home type, and family make-up.

Then, reach your customers in three different data-driven ways:

ONE-TO-MANY

- Target customers who match your preferred geographic profile
- Reach broadly to every home, apartment, and businesses in select neighborhood,
- Deploy quick-to-market campaigns easily

ONE-TO-FEW

- Apply geographic, demographic, and lifestyle insights to select postal codes
- Maximize acquisition dollars by targeting new customers only
- Leverage postal code data to reach prospects who share the attributes of your best customers

ONE-TO-ONE

- Deliver targeted marketing messages
- Deepen connections with existing customers
- Reach new potential customers
- Maximize customer loyalty initiatives



DRMG INSIGHT

[DRMG Insight](#) is our innovative analytics program that can measure your direct mail performance in real-time. This way, you can monitor and measure the effectiveness of your online and offline marketing efforts at a glance on your DRMG Insight dashboard.

Gain valuable insights into every customer capturing every call, click, view and QR scan from direct mail.

Here are some of the ways DRMG Insight can help:

- Monitor conversions from advertising efforts
- Monitor performance metrics that highlight ad impact
- Pinpoint the location of every QR Code scan, date, time and user details
- Unique local or toll-free number for call tracking on every campaign
- Access results from unique and engaging QR mobile experiences with video, chat, digital coupons

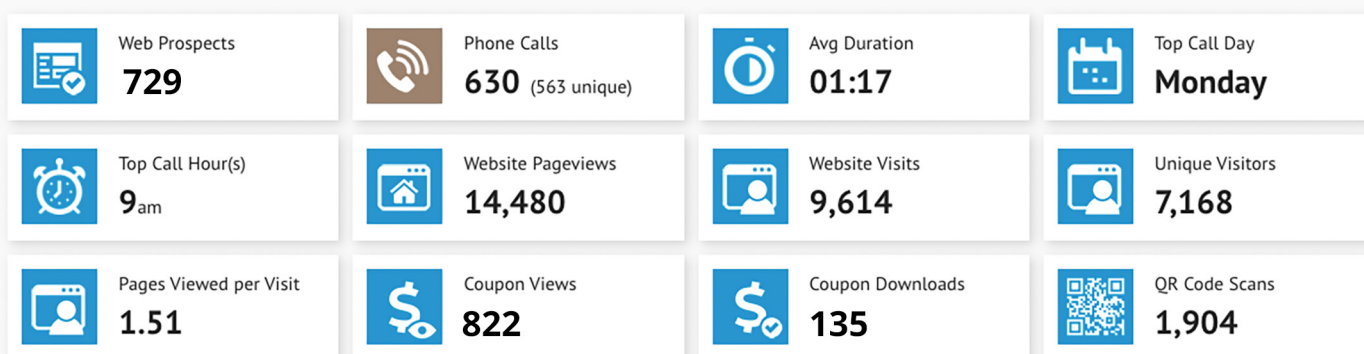


[Dashboard](#) [Prospects](#) [Google Analytics](#) [MoneySaver](#) [Smart QR Codes](#) [Campaigns](#) [Settings](#) ▾

Dashboard

Set date range:

2021-02-01 - 2021-02-24



WHAT'S NEXT?

[Direct Response Media Group](#) is Canada's leading direct mail company, focused on digitally integrated data driven results. Count on our experience to produce highly effective direct mail and innovative digital marketing solutions.

We combine the physical print experience with integrated digital options, offering real-time performance tracking with DRMGI Insights, Direct Response Media Group's signature tool. [Reach out today](#) and let's see how we can start getting results for your brand with direct marketing.



SOURCES

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⁶Canada Post, Kantar, SMM Stats update 2019

⁷Canada Post, A Bias for Action, 2015



Digitally Integrated Data Driven Results
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