

DIRECT MAIL MARKETING GUIDE

Personalized, Targeted Outreach

Direct mail is an incredibly effective marketing tool that allows you to create real connections with local customers by offering personalized incentives to accelerate business growth.



MOST EFFECTIVE TYPES OF DIRECT MAIL

Much of the success of a direct mail campaign is determined before the campaign even begins, in the planning phase. During this phase, you can account for variables and create responses to them, which will increase the efficiency of your campaign and messaging.

All good marketing campaigns strive to meet a combination of three goals: building brand awareness, improving customer relationships and garnering new leads. It's important to consider your ultimate goal when choosing your dimension and design of your mailpiece.

Simple Format Options

Postcards



- Easy and affordable to design, print and ship
- Compact size to deliver quick message
- Best for new customer campaigns and promotions

Brochures



- Canvas to recruit and promote brand
- Sized to deliver adequate amount of information
- Best used for more in-depth marketing campaigns

Catalogs



- Canvas to promote purchasing
- Sized to deliver immense amount of information
- Best used for introduction to new product lines & inventory

SHOULD YOU PERSONALIZE YOUR DIRECT MAIL?

If you want to create your most impactful campaign to date, we have three words for you: **direct mail personalization**. Personalized direct mail marketing campaigns leverage your current customer data to create one-of-a-kind mail pieces that include highly custom messages and offers that resonate with your customer's lifestyles. That data is then used with an advanced digital printing technology known as variable data printing, which allows for the personalization of every printed piece in a single run; saving you time, money and hassle.

Personalization options vary based on print provider, but typically most every component of your mail piece including messages, offers, logos, images, URL's and QR codes can be customized. Personalization tends to fall within four categories:

Geographic

- Region
- Neighborhood
- Community
- Street Location

Demographic

- Age
- Ethnicity
- Occupation
- Education Level

Behavioral

- Buying Patterns
- Buying Habits
- Buying Preferences

Psychographic

- Activities
- Interests
- Hobbies
- Passions

CONSIDER YOUR TARGET MARKET

Your direct mail target market is a specific group of individuals who are most likely to interact with your brand. Individuals who fall into that category will most likely share similar traits such as geography, demographics or income levels. Your target market is an essential part of your marketing efforts and is critical to identify in the starting phase of your campaign.

A simple way to find your perfect target market is to identify similarities in your current customers. Take notice of who your best customers are, what product or service they have purchased, and see what traits they share to create a new list of potential clientele. Be sure to track success to easily include similar characteristics into your future campaigns!

THE TAKEAWAY

At Aradius Group, we have the tools you need to easily tie all of these components together to create an efficient and successful direct mail campaign. From the **ATTRACT** EDDM tools to the personalization options offered from **RETAIN**, we've got the solutions you need to streamline your marketing efforts!

