



Marketing Catalyst

SPRING
19
ISSUE 2



ARADIUS GROUP[®]
Print • Direct Mail • Creative



DIGITAL DIRECT MAIL

SOMETHING YOU SHOULD THINK ABOUT

- 🔥 What's Your Story - Don't Sell It, Tell It
- 🔥 Best Practices for Flawless Jobs
- 🔥 The Truth Behind Personalized Direct Mail

DIGITAL DIRECT MAIL?

Something to think about!

INFORMED DELIVERY

Informed Delivery, a service from the United States Postal Service, is changing the way consumers interact with direct mail. How could it benefit you?



The program started as a pilot in 2014 and was rolled out nationwide in April 2017. Already, more than fourteen million postal customers have enrolled - and they love it. A USPS survey found that nine out of 10 people who have signed up check their Informed Delivery notifications every day.

Informed Delivery offers tremendous benefits to mailers: Recipients know what's coming in the mailbox whether they are home to pick it up or not.

Marketers can attach additional digital messaging, allowing customers to respond to mail even before it arrives.

It minimizes the risk of marketing messages being lost or delayed when someone other than the intended recipient picks up the mail.

Informed Delivery is only available for postal customers with a residential address, and only available for mail that is processed using automation.

Imagine the possibilities! Mail isn't becoming obsolete. It's becoming more valuable every day.

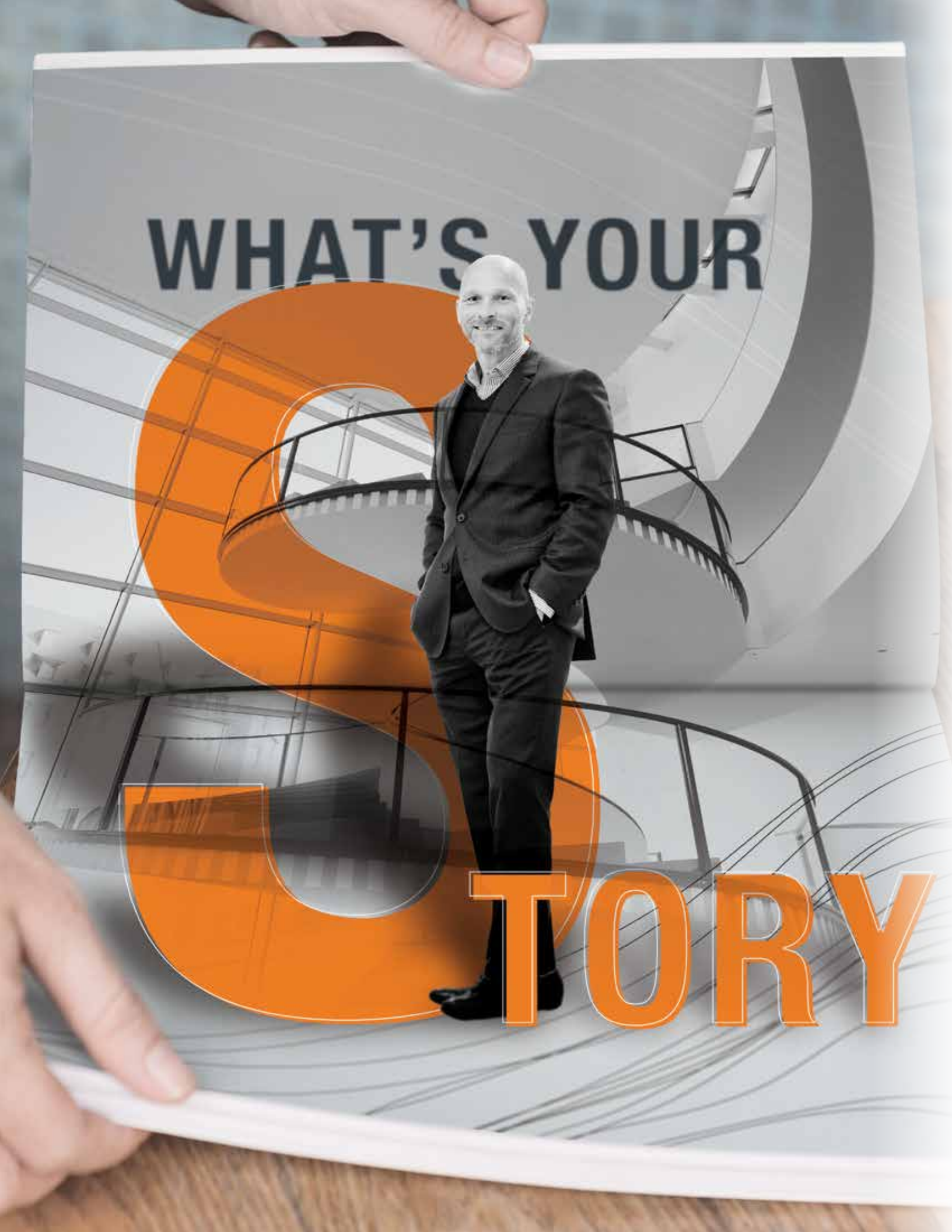


Informed Delivery is a free feature offered by the USPS that lets residential postal customers sign up to receive emailed images of their incoming mail. The USPS processing system already takes these images as part of its automated mail processes. Now they are being provided as a service to consumers.

To sign up, residential postal customers log onto InformedDelivery.USPS.com and register. Then they receive an email each day with up to 10 black-and-white images of their incoming mail. If they get more than 10 pieces of mail, they can click on a link to view the rest.

With Informed Delivery, marketers are also able to include links and special offers directly related to the piece. For example, if a car dealership is sending a direct mailer promoting its "Deal Days," it might also provide a link to enable the recipient to browse the dealer's inventory or access a special offer, such as \$500 off for the first 100 customers.

***ASK YOUR SALES REPRESENTATIVE
ABOUT THE 2019 USPS PROMOTIONS
& HOW TO PARTICIPATE***



Don't Sell It, Tell It

One of the most compelling ways to communicate your marketing message is through a story. People care about the details of your product's costs, benefits, and specs, but they care more when told in a context they can identify with. Storytelling creates an emotional connection that can be more powerful than facts and figures.

Here are three tips for communicating a great story in your next direct mail or multichannel campaign.

Be honest.

Buyers can sniff out a gimmick very quickly, so engage them through authenticity. Be real, be honest, and be genuine.

Have personality.

Look at some of the best brand storytelling in TV commercials. They often have spokespeople with characters that buyers can relate to. The dangers to the drivers in your family are captured in Allstate's "Mayhem." The "do good" mantra of global citizenship is captured by Green Mountain Roasters by connecting your cup of coffee to a coffee grower in Sumatra and his village. These are characters (and stories) people identify with and remember.

Create characters that your audience will root for.

Even characters like Mayhem are likable. You feel bad when a tree crushes Mayhem or he is run over by a car. You root for him to be okay, just as you want your own family to be okay. As you root for the character, you subconsciously root for (positively identify with) the brand.

Let's look at a straightforward example of how all of this might work in a direct mail piece.

Say a husband and wife team is running a small landscaping business. Their mailer features a picture of them standing together on a well-manicured lawn. The text of the mailer says, "We're a husband and wife team who love working together... and you will love working with us!"

By working with this couple, the story communicates, customers are supporting not just a small business, but a happy family. Not just any family, but this family - the one smiling on the front of the mailer. Suddenly, homeowners want to become part of this family's success - part of their story. Not only do they see the value of hiring a landscaping company for their homes, but they want to hire this one.



Storytelling doesn't have to be complicated. It just has to be authentic. So use your direct mail, email, and mobile marketing to tell a story - and make it a great one.

STRATEGY

DON'T SEND DIRECT MAIL WITHOUT IT - LOOK BEFORE YOU LEAP

If you are like most marketers, when you are planning a direct mail campaign, you might think about the list, the messaging, and the design. That covers all your bases, right? Actually, there is one step before all of these that is critical to success. It's strategy. Don't send your direct mail without one.

Strategy informs how you select your list, how you present your message, what images you use, and your choice of offer and call to action. Without a well-defined strategy, you are shooting in the dark. Let's look at five different strategies and how they impact the way you approach your campaign.



1 Brand building

In a brand-building strategy, you aren't going after sales immediately. You are building name recognition and developing interest and trust. This is particularly important for re-branding or introducing yourself to a new audience. You become a storyteller. What story do you want to tell?

2 Immediate sales

In this strategy, your focus is on sales. You want to develop a highly targeted campaign with images and messaging designed around specific products rather than name or brand recognition.

3 Lead nurturing

Sometimes the commitment to a sale doesn't occur right away. Instead, there is a long lead time where you draw prospects into the sales funnel and nurture that lead over time. This is a common strategy for high-value products like financial services or medical care. Using this strategy, you will focus on educating your prospects about the product category, engaging them in dialog, and nurturing them with the right information at the right time until they are ready to make a decision.

4 Customer retention

Once you've won a customer, how are you going to get them to buy from you again and again? If you are selling clothing, you might send them fashion tips and coupons. If you are selling gym memberships, you might send out print newsletters with exercise tips to keep your members motivated to work out.

5 Break through the ceiling

Want to reach hard-to-reach people? This will require out-of-the-box thinking, such as using dimensional or interactive mail that will get past the gatekeeper and into the hands of your intended audience.

Want to make your direct mail program a success?

Start with the right strategy. It will keep you focused and on track to great results!

真理

Truth in Simplified Chinese

The Truth Behind Personalized Direct Mail

You know that personalization drives results, but what do consumers really want?
And does personalization impact all consumers equally?

According to InfoTrends, consumers respond strongly to personalized mail. In fact, the research firm found that 84% of consumers said personalization made them “much more likely” or “somewhat more likely” to open mail. Even so, InfoTrends also found that marketers are not always taking advantage of the opportunity. It found that these same consumers “rarely” or “infrequently” receive personalized mail.

This is truly a missed door of opportunity, especially among certain demographic groups. According to InfoTrends, personalization has a much greater impact on some consumers, particularly younger ones. For example, when asked whether personalization makes them more likely to open mail, here is how different groups answered:

Among those aged 25–34, the percentage saying personalization makes them “much more likely” to open mail rises 36%.

Among consumers aged 18–24, 35–49, and 50–65, the percentage saying personalization makes them “much more likely” to open mail is around 30%.

Among consumers aged 66+, this drops to 13%.

Just over half of all consumers, regardless of age, say personalization makes them “slightly” more likely to open mail.

With such strong numbers, you might expect consumers to be inundated with personalized mail, but InfoTrends found the opposite. In fact:

Only 24% of consumers say they are “frequently” or “very frequently” receiving direct mail that is highly personalized. Forty-one percent say they only receive personalized pieces “once in awhile.” More than one-quarter (27%) say they receive personalized mail “rarely.”

Fortunately, missed opportunities by competitors mean open doors for you. If you are already personalizing your mailings, keep it up! Invest in customer profiling. Build the depth of your database. Increase your level of precision. If you are not yet personalizing your mail, jump in. Get started before your competitors do!



Why Do You Love PRINT?

Recently, a question was posed to a group of printing and marketing professionals: "Why do you love print?" It is an intriguing question. What draws people to the world of paper and ink? What makes them fall in love with this medium when there are so many others available?

Here are some of the answers given by the group. If asked the question what would you say?

- 1 Print has changed the world. From the printing of the Gutenberg Bible in the 15th century to the Federalist and the Anti-Federalist papers in the 18th century, print has impacted our society in profound ways. It is part of our history.
- 2 Print adds beauty. From the reproductions of the world's greatest paintings to the coolest T-shirts, print adds beauty and humor to our daily lives.
- 3 Print adds depth to understanding. Studies show that people absorb and retain information more deeply in print than they do in digital media.
- 4 Print engages the reader. Even with our society's addiction to mobile phones, sales of printed books are on the rise. Who wants to read *Gone with the Wind* on a tablet?
- 5 Print is fun to hold. With so many textures, finishes, and embellishments, print is just fun to have in your hands. Whether you are enjoying the earthy texture of a substrate, a smooth glossy finish, or an embossed or debossed effect, printed materials are fun to hold.
- 6 Print brings creativity to life. There is something about a tangible product that breathes life into ideas. With print, creativity springs eternal.
- 7 Print preserves moments. With so much digital clutter, the tangible presence of books, marketing collateral, and even business cards, print preserves a moment, an interaction, a relationship in ways that digital can't.
- 8 Print is magic. Have you ever seen the inner workings of a press? A digital file becomes a printing plate, then millions of tiny dots spring to life on the page as brilliant, high-resolution images. This tiny wonder is replicated in every print project that you order.
- 9 Print is professional - and so are we. When you use print, you get to work with us! We are a professional group of people who are passionate about our craft. Let us help you get the most out of your marketing projects.



So why do you love print?
We'd love to hear your thoughts!



LET'S GET VARIABLE DATA READY

We all have received at least one piece of mail or a brochure that has our name on it. The simplest form of variable data printing (VDP) is putting someone's name and address on a mail piece.

Variable Data printing is a form of digital printing in which elements such as text, graphics and images may be changed from one printed piece to the next, without stopping or slowing down the printing process.

The printing references information from a database or spreadsheet. The most important part of VDP is a well organized set of data. With a well organized data set the process is pretty straight forward.

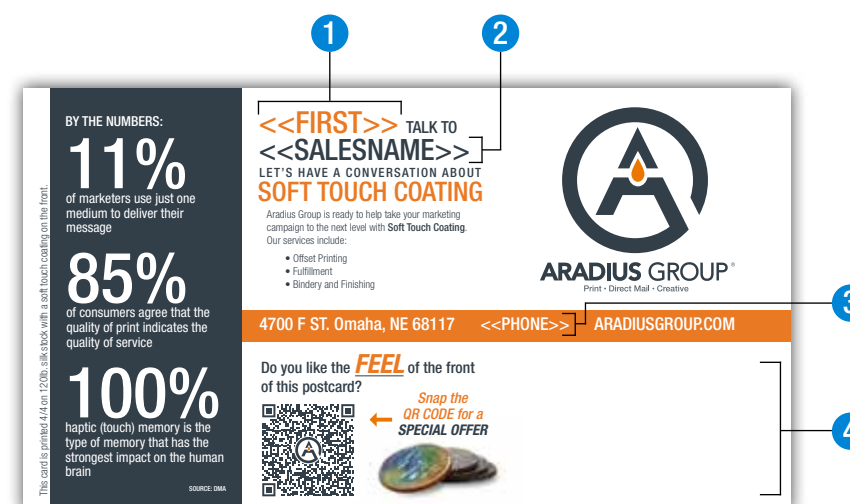
Let's look at an example of a recent campaign that we did from a technical standpoint.

The front of the card was printed on a traditional offset press, allowing us to print and to apply a soft touch varnish to the front of the card. This gave the front of the card a unique, velvety feel.

The back of the card was then sent to our digital press, where we could implement the VDP process.

The example below shows the areas set up in the database to populate the final printed piece. The variable data fields are: (1) The customer's first name (2) The sales representative for the customer (3) The sales representatives direct phone number (4) The name and address of the customer.

The mix of traditional and digital printing allowed us to showcase our capabilities.



Contact Aradius Group today to explore how we can change your static printed pieces into something that speaks directly to your customers.

Is Your Data Ready For Variable Printing?

1. Data Hygiene
If you are addressing a person or organization by name in your VDP piece, the last thing you want to do is get it wrong. Sweep through your mailing list and clean up misspelled contact information - because messages sent to wrong

names may technically reach your target audience, but it's highly off-putting and your marketing pieces will likely go right into the recycling bin. Let our data specialist help you prepare your data to make the best impression.

7 Tips For Flawless Jobs

1. Hire a proofreader.

Too many companies have spent hundreds of thousands of dollars on a print job only to discover once it was off the press that there was a typo in a headline or in the body text. It can happen to anyone. Even the Library of Congress had to pull its 2017 presidential inauguration poster because of a misspelled “to” instead of “too” on the front. Don’t take the risk! Hire a proofreader.

2. Add more sets of eyes.

Whether it’s the marketing message, the creative, or the account details, having a second set of eyes on each aspect of the project can prevent costly mistakes later. This adds time, but it creates an important safety net.

3. Check the specs!

Before submitting the job, double check to make sure the specs are correct. A slip of the pen, an errant keystroke, or a last-minute change - it all adds up to costly mistakes later.

4. Create mock-ups.

Print a mock-up so you can see how the document will look once assembled. Especially with folded documents and dimensional pieces, the layout might look good on screen, but once you create the physical mock-up, you could end up with a surprise. Perhaps the back cover ended up on the inside fold or the panels on your pop-up mailer were ordered incorrectly.

5. Proof after every change.

When you’re just making a small change, it’s tempting to pass on a proof. Don’t! Even a single letter can change the spacing in the entire document. Even something as simple as changing an “i” to a “j” can impact the flow. Proof it every time!

6. Create a checklist.

We’re all human. We all have forgetful moments. Even if you’re a 20-year veteran of the job, create a checklist and use it every time.

7. Develop a long-term relationship with Aradius Group as your print partner.

Communicate with us early and often. The more we get to know you, your projects, and your marketing goals, the easier it will be for us to make sure your projects stay on track.



This newsletter was printed on a digital press using clear inks that are often referred to as the fifth color in printing. This is a cost effective way to get the look of a spot UV on short run projects.

Contact us today to see how our team can help your next project “pop” off the page.



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