



Marketing Catalyst

SUMMER

19

ISSUE 3



ARADIUS GROUP®

Print • Direct Mail • Creative

PRINT & THE POWER OF TOUCH

THE SCIENCE BEHIND THIS CONCEPT

- 🔥 Get the Most Out of Direct Mail
- 🔥 Do You Know Your Buyers?
- 🔥 The 9-Point Power Marketing Checklist

Direct Mail is Changing for the Better

You may have heard that direct mail volumes are dropping, but that doesn't mean that mail isn't effective anymore. On the contrary, direct mail is more effective than ever. People are just changing how they use it.

Volumes may be dropping, but response rates are going up. The Direct Marketing Association reports that, on average, response rates to house lists are now 9%, up 173%. Response rates to prospect lists are now 5%, up 194%. Direct mail is actually growing in effectiveness.

If response rates are up, how can volumes be down?

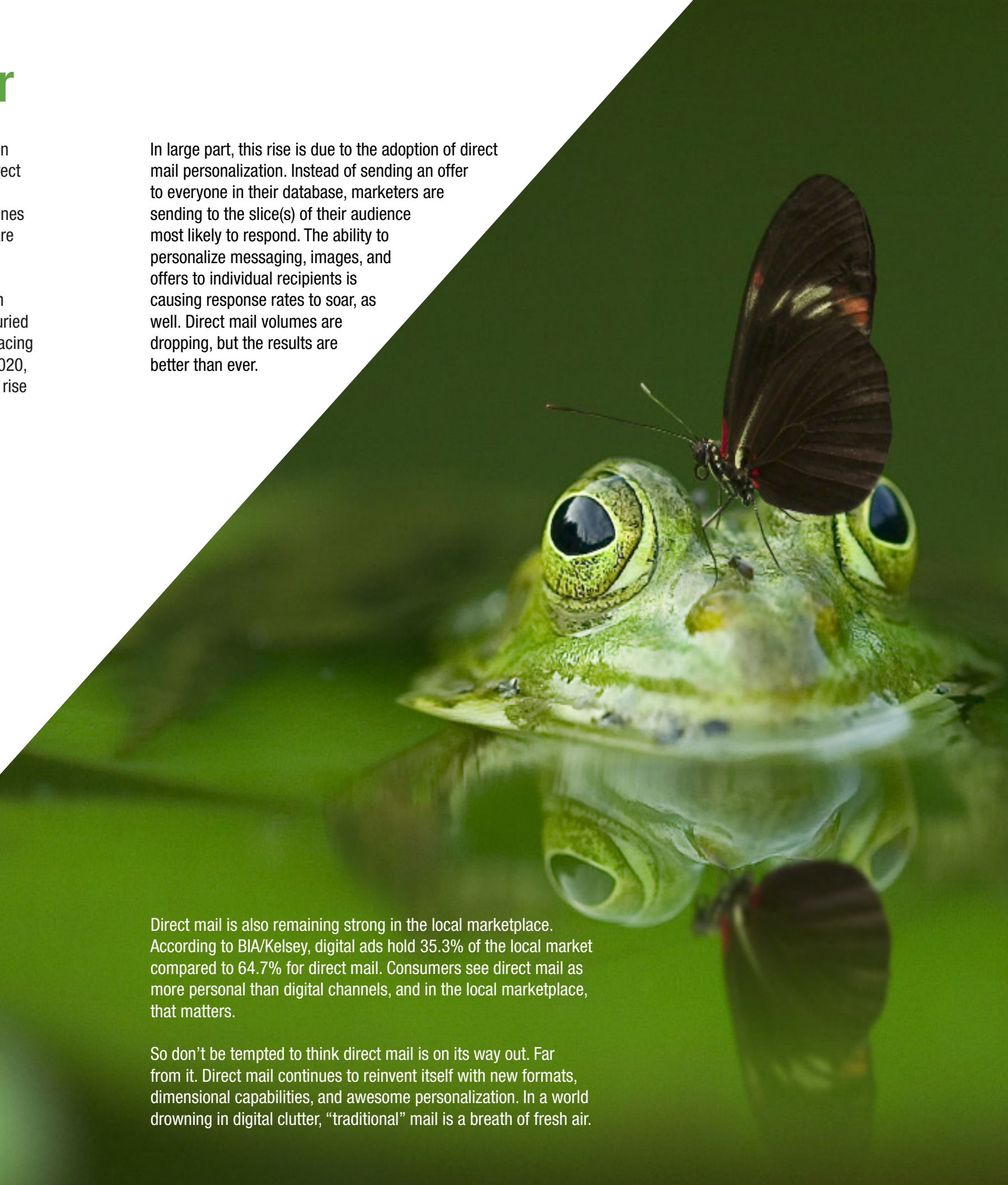
The overall direct mail market is affected by growth in digital channels. For example, we see a decline in direct mail in the financial markets, where online bill pay is replacing traditional checks. We are also seeing declines in the B2B segment, where digital communications are replacing mail for routine business transactions.

But this has actually been good for marketing mail. In the B2C world, for example, where consumers are buried under digital channels, buyers are increasingly embracing the creativity and engagement of physical mail. By 2020, in the B2C market, direct mail's share is projected to rise from 67.9% to 71.4% of the total.

In large part, this rise is due to the adoption of direct mail personalization. Instead of sending an offer to everyone in their database, marketers are sending to the slice(s) of their audience most likely to respond. The ability to personalize messaging, images, and offers to individual recipients is causing response rates to soar, as well. Direct mail volumes are dropping, but the results are better than ever.

Direct mail is also remaining strong in the local marketplace. According to BIA/Kelsey, digital ads hold 35.3% of the local market compared to 64.7% for direct mail. Consumers see direct mail as more personal than digital channels, and in the local marketplace, that matters.

So don't be tempted to think direct mail is on its way out. Far from it. Direct mail continues to reinvent itself with new formats, dimensional capabilities, and awesome personalization. In a world drowning in digital clutter, "traditional" mail is a breath of fresh air.



Get the Most Out of Direct Mail:

5 Ways Technology Can Help

When you want better results and less work, put technology to work. That's the case with most everything, and direct mail is no exception. Here are five ways that technology can help you get the most out of your direct mail efforts while optimizing your costs.

RETARGETING MAIL

Consumers have become accustomed to looking at a product online, then seeing ads for the same product “following” them around the web. We call that online retargeting. Using the right software, you can do the same thing with direct mail. If someone looks at a product on your website, you can follow up with a postcard offering a discount on it and encouraging them to return to make a purchase. As the United States Postal Service (USPS) notes, “Direct mail response rates are often 30x higher than display ads and 9x higher than email ads, so [with direct mail], you have a better chance of making a sale.”

TRIGGERED MAIL

Technology can also trigger direct mail based on customer behavior. If people sign up for something or reach a milestone (such as gold status), you can send them a thank you postcard or gift box. If they haven't purchased within a set period, send them a “win back” offer.

TAPPING INFORMED DELIVERY

The USPS's free Informed Delivery service allows customers to receive a daily email with digital images of the mail on its way to their mailboxes that day. For marketers, there is an optional interactive digital email feature that allows postal customers to learn more about their offers before the mail pieces actually arrive.

CONSISTENT BRAND MESSAGING

Today's design software enables you to design traditional and digital campaigns across both print and digital channels using the same design elements, including brand colors, logos, images, messaging, and offers. This creates a professional and consistent brand image that is key to being recognized in the marketplace.

USPS PROMOTIONS

Every year, the USPS offers a 2% discount on postage for certain categories of mail. This year, categories include tactile, sensory, and interactive mail pieces; emerging and advanced technology; personalized color transpromotional mail; Informed Delivery; and mobile shopping. Send mail in any of these categories and earn 2% off your postage. You save money and get better results at the same time.

What is this?
Turn to page 8



Print and the Power of Touch

Touch is a powerful concept in marketing. It helps sell clothing and sports equipment. It helps sell puppies in pet stores. It helps sell products in print marketing, too.

The groundbreaking book, **A Communicator's Guide to the Neuroscience of Touch**, written in collaboration with neuroscientist Dr. David Eagleman, creator of the PBS series "The Brain," explains that brands that understand how to engage their customers are those that master the science of touch. That extends to their marketing communications, too.

According to Dr. Eagleman, more than half of the brain is devoted to processing sensory experiences, and much of that focuses on touch. Consistently, touch changes our perception of people, products, and events.

For example:

Studies show that people who are lightly touched by a server in a restaurant leave bigger tips; doctors who touch their patients are seen as more caring (and their patients get well faster); NBA teams who interact physically during games - high fives, chest-bumps and the like - consistently win more games.

That's why print marketing and physical packaging is so powerful. Once we touch and handle a piece of paper, a box, or a package, we have an emotional connection to it.

The Neuroscience of Touch reveals how touch informs our choices and translates into action. This phenomenon is seen in other industry research, too. "A Bias for Action," a study by Canada Post, for example, found that direct mail generates a motivation score (or desire to purchase) 20% higher than digital media. A study by Millward Brown Digital ("The Print Campaign Analysis for the Magazine Publishers Association") found that when print is added to the marketing mix, purchase intent increases by 17%.

Our brains are wonderful and complicated organs, and the more we understand about how they process information, the more effective our marketing communications can be. When it comes to channel selection, print is more than a vehicle for delivering information. It is a catalyst for decision-making. The more tangible a printed document can be, the more powerful the connection. So enhance your connection with tactile elements, such as dimensional coatings, die-cuts, print embellishments, and interactive elements.

Want to benefit from the science of touch? Let's talk print!



Editorial

Mad Magazine Taught us to Not Take Ourselves So Seriously

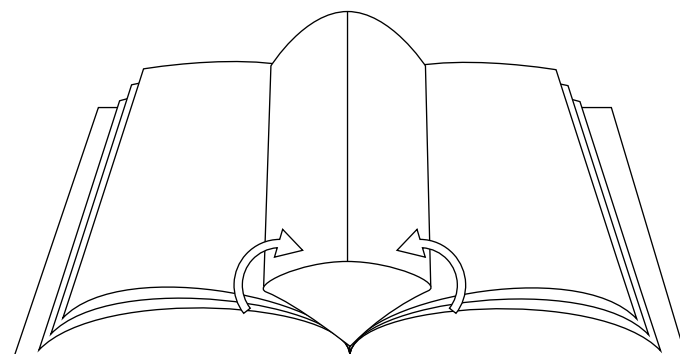
For those of you that remember an oddball magazine on the shelves of stores across the country. Two weeks ago they announced they were no longer going to publish the magazine. Well, that was half true. They will no longer be publishing new material, just printing a bi-monthly publication with new covers and classic content inside.

The magazine that was born in 1952 sparked entire generations of people with a propensity for satire and goofiness. Television shows like Saturday Night Live, The Daily Show and many others can be thankful to the publication for laying the groundwork for this type of entertainment.

As a child, I was fascinated with all of the illustrations, even though some of the content was over my head. Al Jaffee's, the artist know for much of the satirical content in the magazine. His trademark was the fold in back page. He is still working as an artist to this day at the ripe old age of 98.

Because we LOVE PRINT! We chose to pay homage to the publication staying alive and to give a nod to Mr. Jaffee, we decided to do a fold in of our own to announce our new product for customer retention. Roll in the pages on the center spread so page 5 and page 8 meet.

Visit aradiusgroup.com/retain to download our white paper on customer retention.



The 9-Point Power Marketing Checklist

WANT TO MAKE YOUR MARKETING CAMPAIGNS THE MOST EFFECTIVE THEY CAN BE

Be sure you're hitting all of the key marketing components. In addition to factoring in the list, the message, and the offer, there are a number of other critical components that come together to make or break a campaign.

1 LIST - Are you working with an internal list of existing customers? Or a prospect list?

2 SEGMENTATION - What do your customers look like and how do they behave? How well do you understand them? Have you created customer profiles? Personas? Do you know the difference?

3 DESIGN - How will the design and layout of the print piece or email look? What types of images will you use? Brand colors? Is your look and branding consistent across all channels?

4 OFFER - What is the call to action and the incentive to respond?

5 CHANNEL - What is the medium? Is it print? Email? Social media? Mobile? Remember that multiple channels work better than single channels alone. In fact, if you're tempted to reduce your direct mail expenditure in favor of "less expensive" digital channels, consider a Brand Science

Study that showed a 62% lift for digital campaigns that include direct mail.

6 FORMAT - If you are sending direct mail, what is the delivery method? Postcard? Newsletter? Tri-fold mailer? Are the mailers personalized or static? If you are mailing a letter inside an envelope, is the envelope personalized?

7 CADENCE - What day of the week will the mailing hit? If you are using digital channels (email, mobile, social media), what time of day will the message be delivered? What is the frequency? You want to stay in front of your customers, but you don't want to overwhelm or irritate them either.

8 MESSAGE - What are you going to say and how are you going to say it? Should it be informational? Entertaining? Should it use humor or play it straight?

9 PERFORMANCE METRICS - How are you going to measure your results? The metrics used will depend on your marketing channel, your audience, and your campaign goals. You aren't going to measure a branding campaign the same way that you measure a sales promotion. Are you optimizing all of the components in every campaign? If not, there is an opportunity for you to refine the variables and dramatically improve your results.

DO YOU KNOW YOUR BUYERS?

Whether you are communicating your message through direct mail, email, or marketing collateral, it’s critical to know your audience so you can tailor your marketing to each segment and increase the power of the messaging to each. There are many ways to categorize buyers, and the “right” categories will depend on your company’s blend of vertical market, products and services, and target audience.

NEED HELP GETTING STARTED?

Here is the list created by marketing strategist Gary Hennerberg that might be helpful in getting the ideas rolling.

BUYER 1
Trailblazers/Early Adopters

These are the technology innovators. They yearn to be first. They are the ones standing outside the Apple Store overnight just to grab the latest gadget before anyone else. In your marketing copy, position them as ahead of the curve.

BUYER 2
My Brand/My Lifestyle

These buyers associate themselves with specific brands. They are proud of the brands they own and like to brag about the experience. Flatter them by positioning them as influencers.

BUYER 3
Money Matters

This audience is pragmatic and looks for value. They are practical and combine cost and value when making a decision. Talk to them as sensible buyers who make smart choices.

BUYER 4
Right Thing to Do

These buyers have a strong sense of ethics and feel that if the right causes aren’t supported, the world will suffer. Talk to them as the ones who are doing their part to make a difference.

BUYER 5
Social Relationships

These buyers have a deep need to be accepted. If they don’t buy the right products or travel in the right circles, they believe their social ranking will be negatively impacted. This is the audience Trunk Club is talking to when it says, “Robert, you can be the best dressed guy in the room.”

BUYER 6
Adrenaline Seekers

Adrenaline seekers feel that the odds are stacked against them, so they need to take advantage of opportunities when they arise. If they don’t, those opportunities may never come back. A lot of people involved in financial investments fall into this category.

BUYER 7
Playing it Safe

This individual is cautious and fears making a decision that will cost them dearly. They tend to be methodical and want to gather all of the information. Help them in the process and provide assurances that their decision is safe.

BUYER 8
Feeding My Insecurity

These buyers are insecure. They feel that they have something to hide and fear that their flaws will be exposed. Position your products and services as helping to protect their vulnerabilities.

BUYER 9
Did I Matter?

For these buyers, their legacy is important. They want to be remembered for their impact on the lives of others. Contribution to causes is important to them. Position your products and services as helping them make a difference for future generations.

WHICH PERSONALITIES FIT YOUR PRODUCTS BEST?

Can you segment your audience into multiple buyer types to further target your message?

Understanding the different types of buyers will help you craft the right messages to motivate buyers to buy. Need help? Just ask!



3 Ways to Use Age Demographics in Targeting

When developing a direct mail campaign, we often take into consideration a person's age when developing targeted copy. But there are different ways to use that information. Let's look at three ways that offer benefits for different audiences and different types of products.

1 Product Selection

The first and most common way to use someone's age in targeted marketing is to inform the selection of products you offer. If you're a retailer, you're more likely to entice younger buyers with Bluetooth headphones or virtual reality headsets, for example, while for older, more established buyers, you might offer FitBits or devices for a Smart Home.

Even for products that cross generational lines, there are differences in how people make decisions based on their age demographic. When it comes to athletic shoes, younger buyers may focus on aesthetics and the level of a brand's social responsibility, while older buyers may focus on quality of the materials and overall comfort and performance.

2 Life-stage Marketing

The second way to take someone's age into consideration is by marketing to their life stage. Consumers 18–24 years old are likely to still be single. They are more open to products that involve travel and experiences than, say, those who are 25–34 years old and are starting families and raising young children. Likewise, a family with children going off to college will have very different needs from empty nesters (those with no children living at home) or those planning for retirement.

3 Generational Targeting

The third way to use age demographics is in how you craft the message to reflect their values. For example, Millennials tend to value experiences and social responsibility, so craft messaging that reflects those priorities. Meanwhile, Boomers are more likely to respond to messaging that reflects the values of respect, morals, and a strong work ethic. The Silent Generation tends to respond to language that reflects honesty, work ethic, and morals, as well, especially when communicated through more traditional media (print, television, radio).



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 at “pop” off the page.

