



## **Doing More with Less:** 4 Budget-friendly Direct Mail Plays that Yield High ROI

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**Brent Alexander**

PFL, VP Customer Strategy



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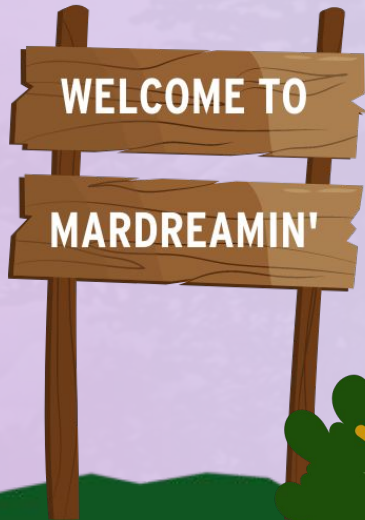


# **Doing More with Less:**

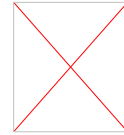
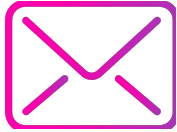
4 Budget-friendly Direct Mail  
Plays that Yield High ROI

# Agenda

- The Power of Direct Mail
- 4 Budget-friendly Plays Across the Customer Lifecycle
- Q&A

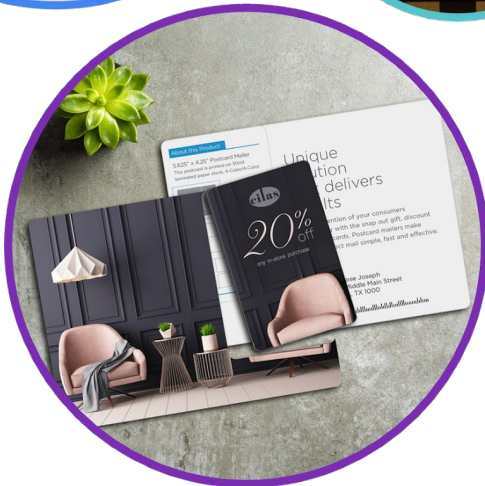




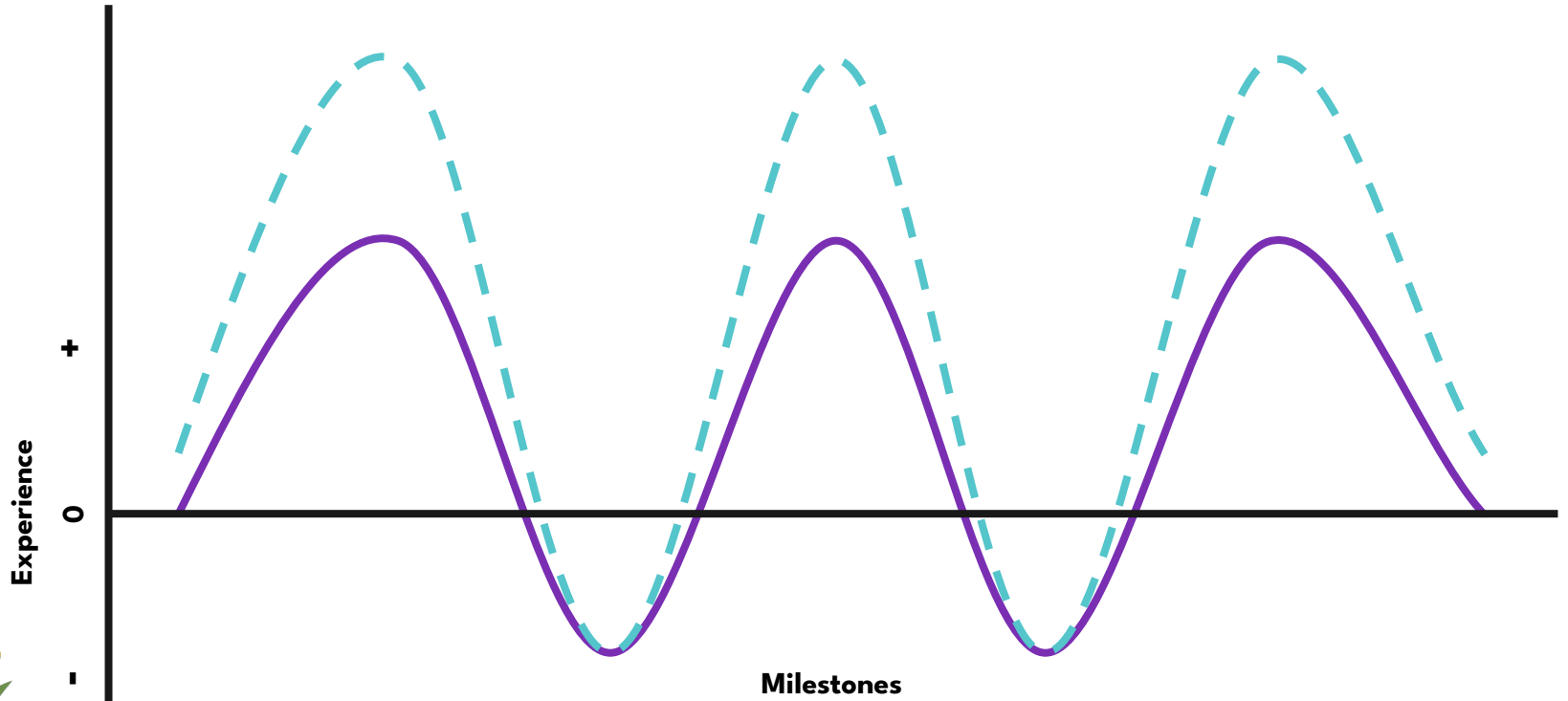


A black and white photograph of a woman with long hair, wearing a leather jacket and a knit sweater, looking down at her smartphone. She is holding a coffee cup. The background shows a cafe interior with a window and curtains. The image is overlaid with a semi-transparent grid of white lines.

# The Attention Economy



# Creating Powerful Moments





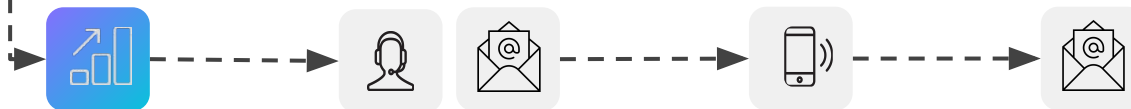
# Creating Powerful Moments with Direct Mail

Awareness



Digital Outreach

Engagement



Intent

Acceleration

(Sales)

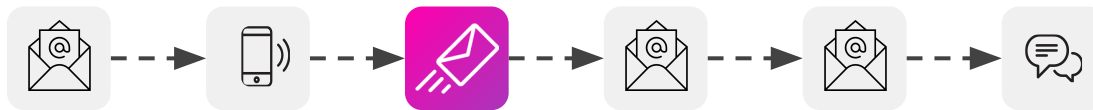


Intent

Revenue

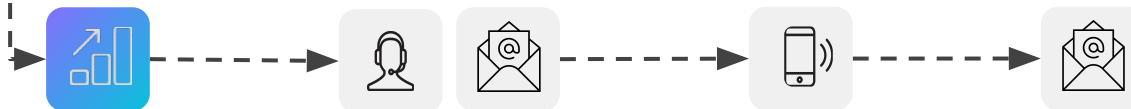
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Intent

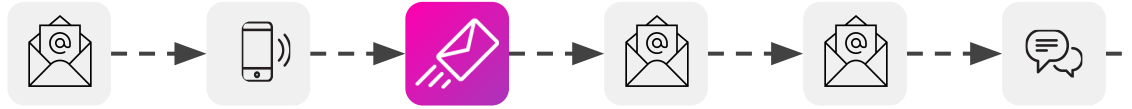
Revenue



# Creating Powerful Moments with Direct Mail

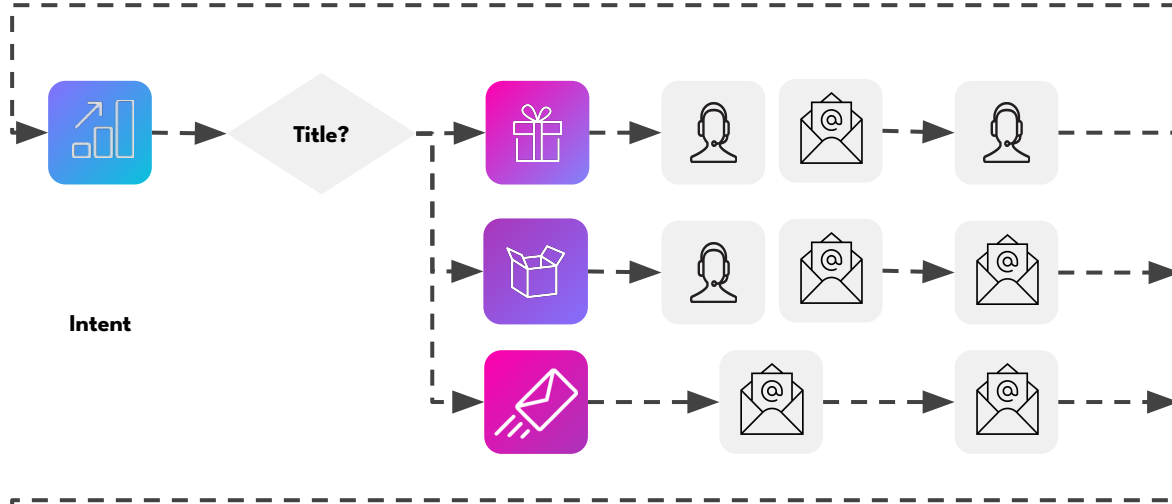


Awareness



Digital Outreach

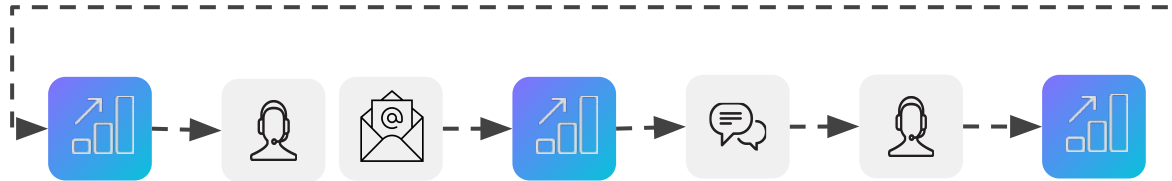
Engagement



Intent

Acceleration

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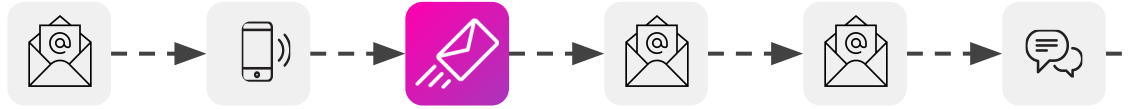
Revenue



# Creating Powerful Moments with Direct Mail

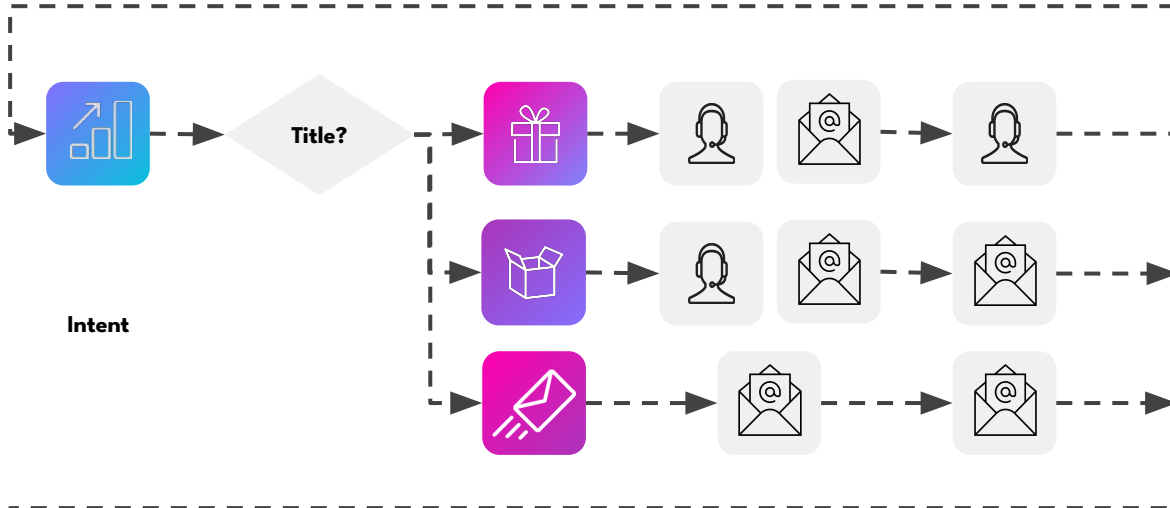


Awareness



Digital Outreach

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Intent

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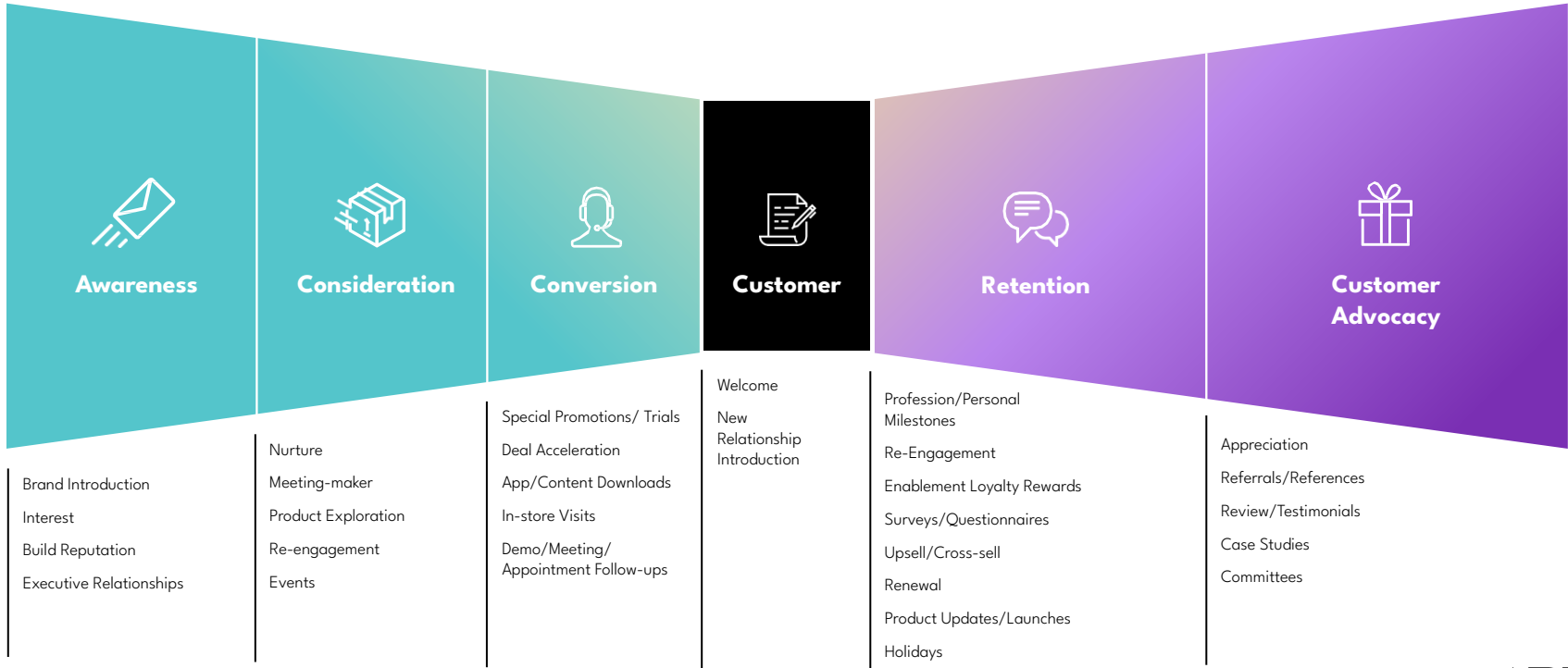


Revenue





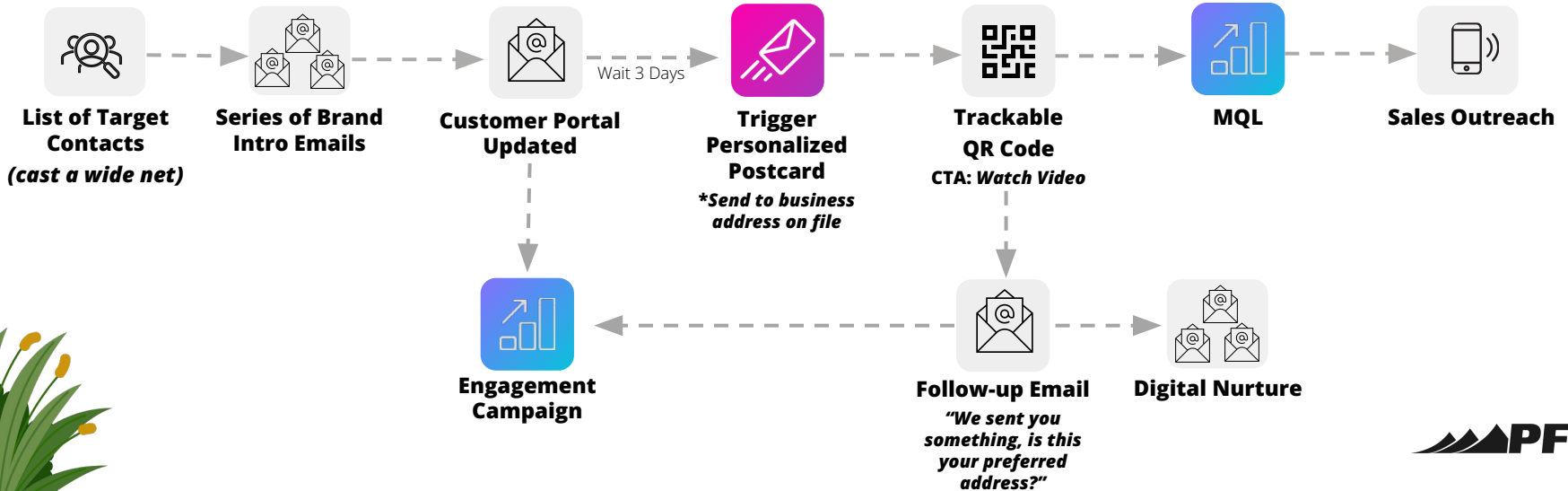
# Aligning the Customer Lifecycle to Powerful Moments



# Awareness Play

**Budget-friendly Tip #1:** Use a postcard to verify unreliable data

Display & Social Ads





# What to Send: 6x9 Personalized Postcard

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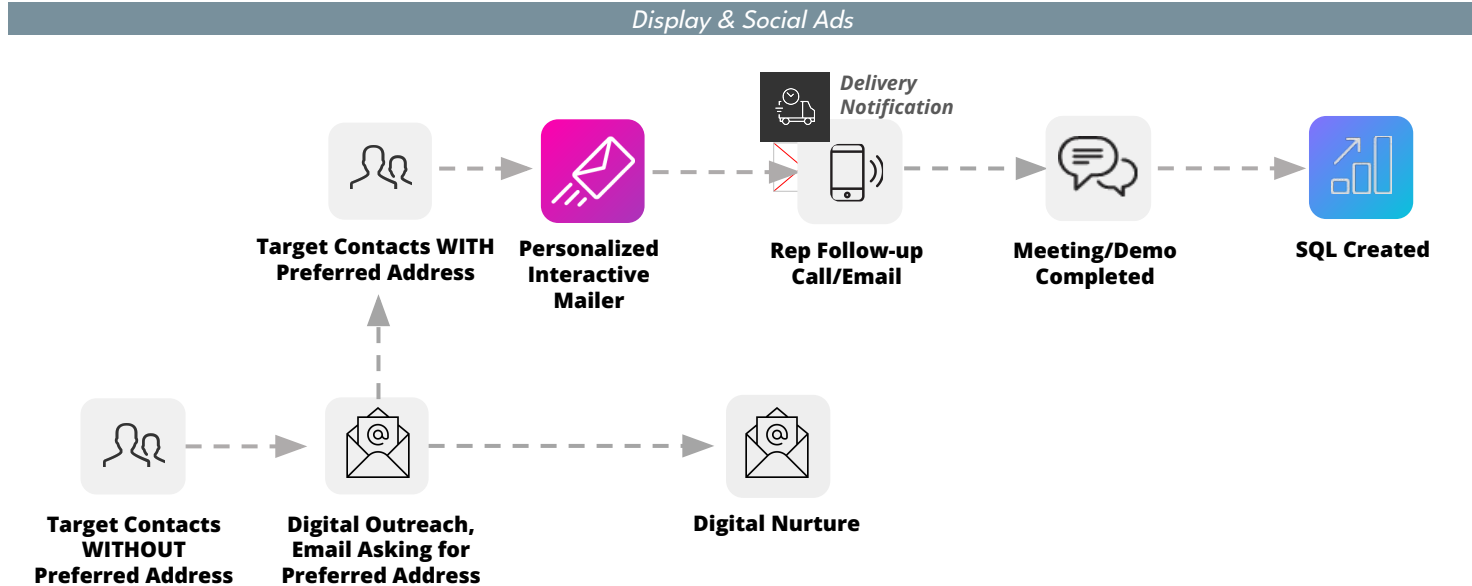


## PRO TIPS:

- 1. Use variable data printing.** Personalized direct mail increases response rates up to 135% more than non-personalized.
- 2. Use trackable QR codes** that lead to high-impact digital content like assessments, calculators, quizzes or videos.
- 3. Stand out in the mailbox and send an oversized postcard** vs a standard 4x6 or 5x7.

# Engagement Play

**Budget-friendly Tip #2:** Use interactive mailers to drive first-time meetings



# What to Send: Interactive Mailers



**Webcam Cover**

We've got you covered



**Breath Fresheners**

Keep it fresh



**Name Badge**

Can't wait to meet



FUEL CAMPAIGNS

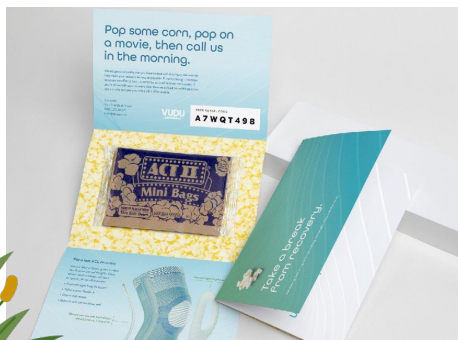
**Coffee**

Energize



**Tea Single**

Relax



**Spice Packets**

Let's taco-'bout it



**Seed Packet**

Let's grow



**Sticker Sheet**

Stick around

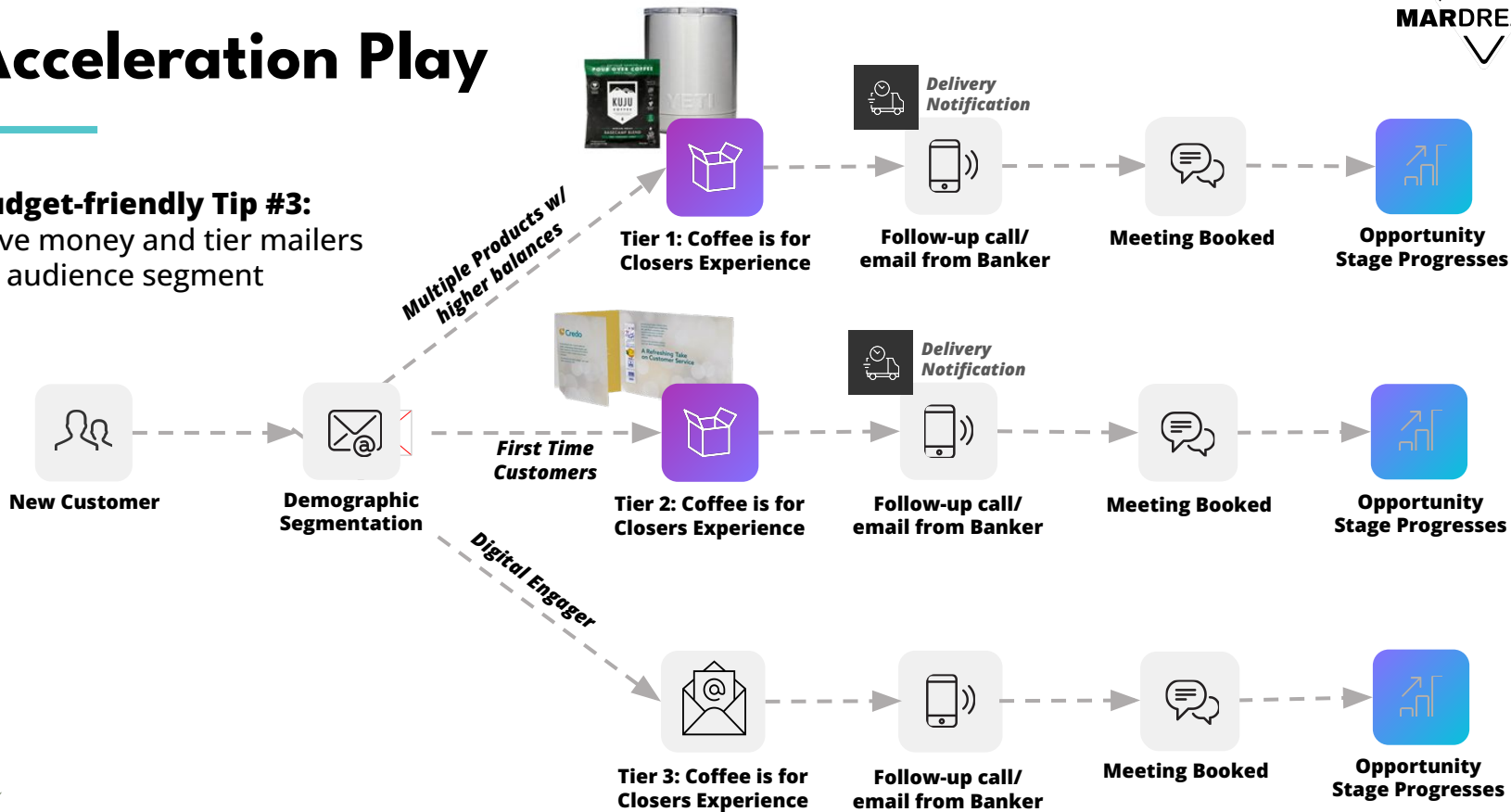


## PRO TIPS:

1. Create high-impact content to drive response rates
2. Provide an incentive (do this, get that)
3. Provide a clear CTA and use a trackable QR code to measure success

# Acceleration Play

**Budget-friendly Tip #3:**  
Save money and tier mailers  
by audience segment





# What to Send: Tiered Mailers

## PRO TIPS:

1. Choose a theme where messaging is aligned with your brand
2. Send to multiple contacts per segment for each account
3. Send delivery notifications to sales reps to call and follow up right when the package lands



### Tier 1 EXECUTIVES



### Tier 2 CHAMPIONS



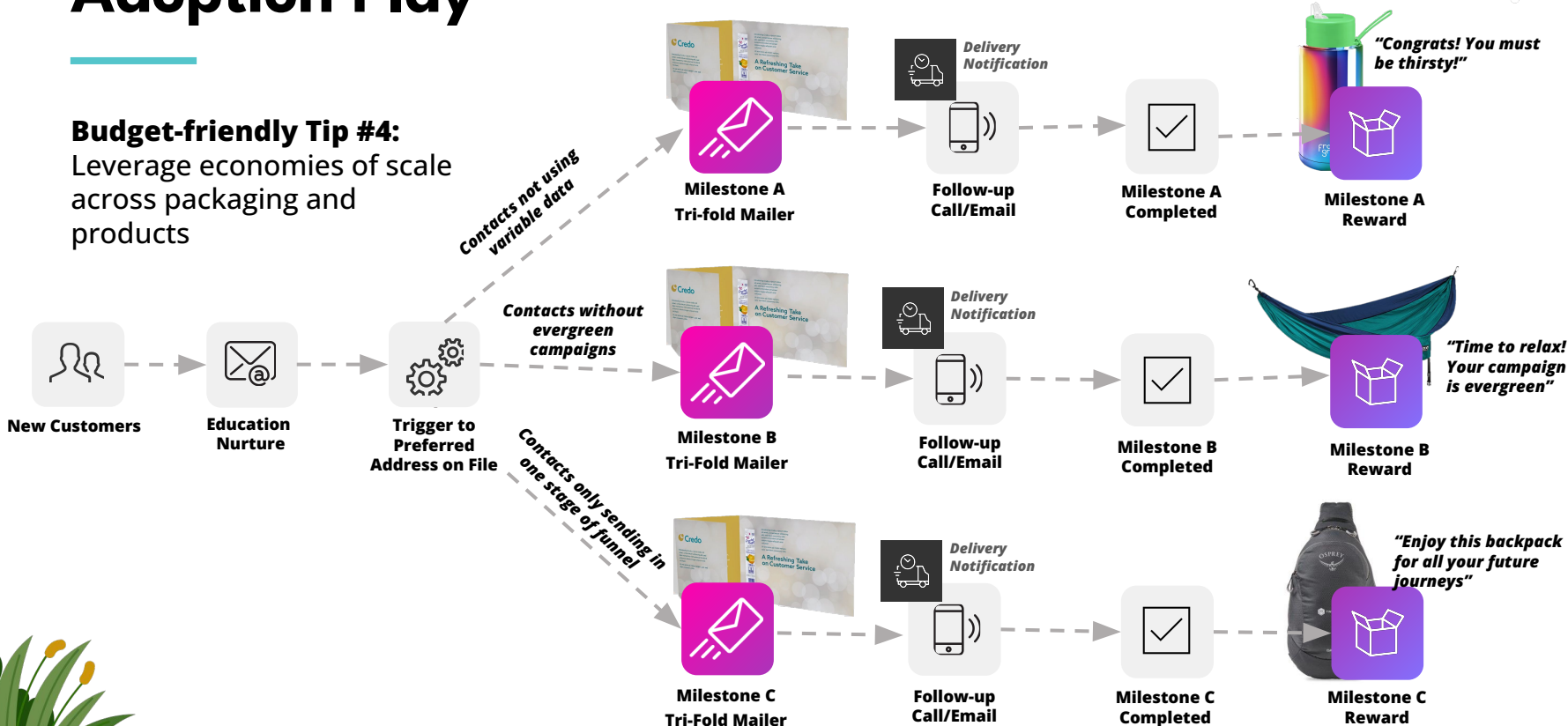
### Tier 3 INFLUENCERS



# Adoption Play

## Budget-friendly Tip #4:

Leverage economies of scale across packaging and products



# What to Send: Take Advantage of Economies of Scale



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Milestone 1



Milestone 2



Milestone 3



## PRO TIPS:

1. Choose items that fit in the same size box for dimensional pieces across the entire customer journey.
2. Receive higher price breaks by duplicating products from other stages of the journey when the target audience is different.

# Key Takeaways

## Budget-friendly Direct Mail Tips

1. Use a postcard to verify unreliable data
2. Use interactive mailers to drive first-time meetings
3. Tier mailers by different audience segments
4. Leverage economies of scale



**Thank You!**

