

How to integrate direct mail and email

Last year, we looked at the advantages of direct marketing and email – establishing who is king of marketing. This year, it's all about multi channel marketing and integrating your channels to get the best possible reach. Most marketers are well versed in both marketing channels, commonly used to stand alone. However, by combining both direct mail marketing and digital marketing, you can maximise the strengths and reduce the limitations. Basically, you can significantly improve your responses and achieve your objectives. Rather than think of the two marketing strategies as separate, we're sharing tips on integrated marketing for your business.

Direct mail vs email

As mentioned above, direct mail vs email is no longer an argument. Both email campaigns and direct mailers have achieved great success separately. For example, an email campaign can be set up relatively quickly and provide great insights into open rates and the number of clicks etc. However, email marketing noise levels (sometimes called 'interference levels') have hit critical mass, with the average worker receiving an astonishing 121 emails per day. Open rates have, unfortunately, reduced as a result. Thus, marketers relying solely on email marketing risk losing consumers to competitors.

Direct mail advertising affords better results, but can initially take to execute than email marketing. However, the DMA's 2017 report stated direct mail continues to provide the best response rate compared to all other marketing channels.

Up until recently, it has been relatively difficult to implement multi channel marketing. The investment required proved substantial for many companies, but recent technology has enabled us to utilise multi channel distribution.

How to integrate direct mail and email

The latest direct mail automation technology has allowed companies to create personalised, targeted mail pieces, by integrating CRM and other marketing tools. The result is direct mailing for each part of the consumer's journey. Companies that have utilised the potential have recorded up to 118% lift in response rates. Similarly, research has shown that prospects are 25% more likely to purchase from a brand when implementing multi channel distribution.

Target non-responders

No matter how exciting and innovative your email marketing campaign, there will always be those who do not respond. This could be due to a number of reasons, such as the prospect is so inundated with emails, your campaign gets lost in the shuffle. If you are struggling to get your consumers to open your emails, direct mail marketing could well be the option.

As a mailing house, we have seen many companies use direct mail advertising to reach non-responders. You can simply create a list of those not responding from your email marketing platform, and build a highly-personalised and targeted mail marketing piece.

Doing so helps you stand from the crowd, cut through the noise and resonate with an audience you were losing.

Follow up on prospects

Email marketing to acquire new customers is a hotly debated subject, gathering plenty of criticism. In the age of the GDPR, you must obtain consent to use consumer's personal data. However, depending on the needs for your business, acquisition marketing can be a huge benefit. In particular, start-up companies need to start somewhere, and this type of marketing can temporarily boost your revenue.

However, direct mail advertising has fewer hoops to jump through – especially for the GDPR. You could use direct mail companies to produce initial outreach mailing, directing your prospects to a specific landing page. From there, you can track those who are relevant to your audience and follow up with an email campaign. Similarly, you can further segment the audience to those who are priorities.

Basket reminders

Basket email reminders are an essential part of business for Ecommerce stores. However, the likelihood of those emails being ignored, or even worse, placed in spam, could cost you substantial amounts of revenue. Direct mail automation allows you to target those consumers who browse your site, place items in the cart and later abandon the basket within 12 hours. As we receive less mail in the digital age, your brand is more likely to stand out from the noise.

Event marketing

Events are still crucial to marketing today. Many companies attend networking events and trade shows, spending a significant chunk of their budget in doing so. Combining both your email marketing and direct mail advertising could vastly improve the chance of attendees visiting your booth or event etc. Many events do not distribute the emails of those attending prior to the event, rendering digital techniques, effectively, useless. However, you could leverage direct mail to entice those who attend to your booth, for example, leaving them with something to take away. Alternatively, you could take their company name and email address, and follow up your emails with attractive direct mail marketing. This integrated marketing approach can drive event ROI.

Above is an example from Fluid Branding, who sent out personalised direct mail after attending their event.

Tips for multi channel marketing

As mentioned above, often the most seamless approach to gaining consumers is both offline and online marketing. Your marketing strategy can stretch from their inbox to their front door. However, there are a few tips to ensure a great mailing campaign and email campaign.

Consistency

One of the most important tips, when your direct mail marketing works in tandem with email, is to keep your branding consistent. This can include a consistent tagline, colour scheme, font, logo and even call-to-action. If your prospect has received an email as the first point of contact, they should recognise your brands with the follow-up direct mailers. An increase in brand recognition will likely result in an improvement in trust, making them more likely to interact.

Stagger your campaigns

You wouldn't send three emails at once, at the risk of looking spammy, so you shouldn't do the same with advertising mail. Stagger your integrated marketing campaign, so users have more time to digest. For example, if you're creating a campaign on brand recognition, ultimately leading to more sales, you should introduce your company first. You need to give your audience the chance to understand your business, and what value it can add to their life. From there, you can follow up with direct mail advertising with a strong call-to-action, and a follow up on email.

Use landing pages

Landing pages are a strong advantage of direct marketing, providing your prospect with a journey. A landing page, essentially, takes the user to an appropriate part of your website. This technique is widely accepted for email marketing, and possibly even more important for direct mail campaigns. Creating a landing page and linking it to your direct mailers allows for a more visually appealing strategy, and also remarketing opportunities. You can, subsequently, track those who visit the website from your offline marketing.

Multi channel marketing is the future for both platforms, with many direct mail companies already offering the service. If you would like to discuss the possibilities for your marketing campaign, you can [Speak to one of our team](#) today.