MAIL MEETS THE WEB

INFORMED DELIVERY AND MULTI-CHANNEL MARKETING

Dave Lewis, President
SNAILWORKS SERVICES

MAIL TRACKING SERVICES

INFORMED DELIVERY ADVERTISING

DIGITAL MARKETING SUPPORT

POLITICAL MAIL TRACKING
DO YOUR RESPONSE RATES LOOK LIKE THIS?
DO YOUR RESPONSE RATES LOOK LIKE THIS?
Postal mail still has some important advantages that no other channels share...
DIRECT MAIL: THE ESSENTIAL CHANNEL

Targetability

Exclusivity

Market Penetration

Not Permission Based

The Mail Moment
Still, direct mail has its limitations…
DIRECT MAIL LIMITATIONS

- Unpredictable delivery time
- Expensive
- Lacks State-of-the-art buzz
- Requires effort to respond
A DIGITAL SOLUTION

Tying in other marketing channels can help overcome direct mail’s limitations
OTHER CHANNELS SUPPORT MAIL

• Email Marketing
• Web Display
  • IP Targeting
  • Retargeting
• Social Media
• Informed Delivery
EMAIL MARKETING

• **Strengths:**
  • Cheap
  • Precisely timed
  • Allows for immediate response with a click
  • Very measurable

• **Weaknesses:**
  • Cheap – low perceived value
  • Permission based
  • Low open rates
  • Difficult to get lists or target
WEB MARKETING

• **Strengths:**
  • Responsive – Prospects can buy there
  • Ubiquitous – Prospects live on the web

• **Weaknesses:**
  • Expensive
  • Response very difficult to measure
SOCIAL MEDIA

• **Strengths:**
  • It’s everywhere! Great reach
  • Very low media cost…unless it isn’t
  • High-tech, up-to-date

• **Weaknesses:**
  • Passive - Inbound
  • High maintenance
  • Always changing
IP TARGETING AND RETARGETING

• **Strengths**
  • Reaches consumers where they buy
  • Adds impressions

• **Weaknesses**
  • Complicated
  • Expensive
A NEW CHANNEL – INFORMED DELIVERY

• **Strengths**
  • Increased impressions
  • Inexpensive
  • Direct link to web pages
  • Postage savings

• **Weaknesses**
  • You're not doing it
• Direct mail drives prospects to the web
• Coordinated email and ID can help simplify and boost response
• Coordinated email and ID offers a simplified path for response – just click
• IP Targeting drives brand immersion around direct mail campaign
• Retargeting keeps a campaign going
All these channels are in use in most marketing organizations. Coordinating them with mail makes them all more effective.

Don’t stop doing what you’re doing – just build around the mail, too.
START WITH THE MAIL

• Design with other channels in mind
• Keep offers clear and obvious
• Keep call to action clear
• Build links to online landing page
• USPS Informed Visibility reveals when each piece is delivered;
• You can use this data to trigger other channels – boost response with coordinated email, telemarketing, web display
TRIGGER EMAIL MARKETING

• Coordinate triggered emails with mail delivery
• Reinforce branding and offer
• Provide another path for response
• Inexpensive – easy to add additional efforts
STEER RESPONSE WITH PURLS, GURLS, AND QRURLS

• A URL is a Uniform Resource Locator
• Generally links to campaign landing page
  • PURL: Personalized URL
    • DaveLewis.VisPlus.report
  • GURL: General or “Guest” URL
    • www.VisPlus.report
  • QRURL: QR code URL – Optimized for mobile
• Why PURLs, GURLs, and QRURLs?
  • Make it easy to find your landing page
  • Make it easy to find your offer
  • Make it easy to respond
    • Prepopulate forms – especially valuable on mobile
  • Track, track, track!
    • Exactly who has visited!
DRIVE PROSPECTS TO LANDING PAGE

Social media

Web display

Billboards?
A Landing Page is a web page created specifically for the campaign/offer – sometimes called a micro-site.

- Typically reflects the branding of the direct mail and email marketing efforts.
- Leads directly to the offer – may be prepopulated.
- May or may not reflect branding from company web site.
• Social Media is generally the building of networks and communities on digital sites such as Facebook, LinkedIn, Twitter, and others
• Can be used to generate additional activity to landing page
• Provides means of viral sharing of marketing efforts
ADD INFORMED DELIVERY

1) Representative Image (Optional)

2) Ride-Along Ad (Required)

3) Target URL (For Ride-Along) (Required):
https://kingdomworkers.com/give-now/
INFORMED DELIVERY IS POPULAR

• More than 50 million subscribers
• More than 42 million email subscribers
• More than 1 in 4 households subscribe
• Thousands of mailers enrolled
• More than 10,000 active campaigns at any time
USPS INFORMED DELIVERY PROMOTION

• Registration opened June 15, 2022
• Promotion runs August 1, 2022 – December 31, 2022
  • All dates must be after August 1 and no later than December 31
  • Mail submission, drop ship induction – all dates!
• Discount – 4% off postage for mailed amount
• Discount taken at time of mailing
INFORMED DELIVERY ADS
CREATING AN INFORMED DELIVERY CAMPAIGN IS EASY

• Gather required elements:
  • Ride-along ad image
  • Web site URL
  • Representative image – optional on letters

• Create campaign in USPS Mailer Campaign Portal
  • Your service provider may be able to do this for you
KEEP YOUR CAMPAIGN ACTIVE

- Remarketing
  - Place cookies on landing pages
  - Creates links back to landing page
- More Emails
- More Direct Mail
FLOWCHART THE CAMPAIGN
At the heart of a direct marketing campaign, direct mail remains the essential channel. Coordinating it with other channels, measuring and refining the campaign are keys to its success.
RESOURCES

PostalPro.usps.gov
SnailWorks.com
Your local Postal Service rep
My mother-in-law never got the mail piece. Did anybody?

Questions?

Dlewis@SnailWorks.com
SnailWorks.com