

The Effectiveness of Direct Mail

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Introduction

Direct mail marketing is a powerful tool that can be used to generate leads and increase sales for your business. But in today's changing digital landscape, is it still worth including in your integrated marketing campaign? And what are the best ways to use it in your marketing efforts?

This white paper will explore the benefits of using direct mail in your data-driven strategy, and offer tips to help you get started.

Direct Mail Marketing Benefits

Direct mail marketing has been used for decades and continues to be a crucial tool for businesses of all sizes. Despite the rise of online alternatives, physical mail isn't going anywhere, and its advantages are more significant than ever.

Source: [USPS Direct Mail Guide](#)

- 🔴 **Reach:** 81% of Americans still read their mail each day.
- 🔴 **Preference:** Another 79% think that direct mail is more convenient than messages they receive online.
- 🔴 **Read Rate:** 42% of recipients between the ages of 25 and 34 read their mail as soon as it is received, and find it most useful.
- 🔴 **Impact:** In 2009, Direct Mail convinced 58% of households that earned more than \$65k/year to make a purchase.



Why Use Direct Mail?

There are a few key factors that make direct mail one of the best advertising channels for an integrated marketing campaign.

Source: [USPS Direct Mail Guide](#)

- **Send personalized messages:** Create private, relevant, and customized messages for specific segments within your target audience. You can even test different versions of your message to see which one delivers the best results.
- **Measure your results:** Easily track the marketing ROI for your campaign and monitor results in terms of new sales, leads, and other metrics that matter to your business.
- **Reach a highly-specific audience:** Using demographic targeting, you can reach people who live within a certain geographical area, who have a specific job title, or who may have similar interests to the rest of your target audience.
- **Stay relevant:** Recipients can hold onto your physical materials and refer back to them whenever they need a refresher on your brand, products, or services.
- **Control your campaign:** Oversee every aspect of your campaign, from layout and design to printing and distribution.

Direct Mail Is Still Appreciated Across All Generations

As different as they may be, recipients from all generations can still appreciate a well-crafted direct mail campaign. Still, there are a few unique preferences to keep in mind for each.

Source: [USPS Generational Study](#)

Baby Boomers

These consumers are the most susceptible to direct mail campaigns, with 72% of boomer recipients feeling that mail is more personal compared to digital messaging. To them, mail is about discovering something new every day, which is why 57% of boomers would feel disappointed if they never received mail.



More importantly, 50% of them prefer receiving promotional deals via mail versus email.

Advertisers can take advantage of this trust for conventional materials by including an element of surprise in their direct mail campaigns. This could include a personalized touch like a handwritten note, a free sample, unique designs, and more.

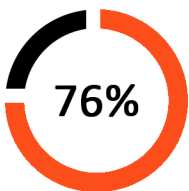
Gen X

As another generation with deep love for physical messaging materials, Gen Xers are likely to keep an eye on the mailbox for promotional offers.

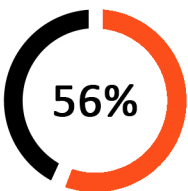
Like boomers, 70% of them look forward to seeing what mail they get to discover in their mailbox each day, and 45% would feel disappointed if they had received nothing.



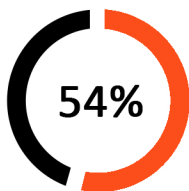
But most interestingly, 71% of Gen Xers find mail to be the most personal kind of messaging compared to digital alternatives. The elements they find most attractive include:



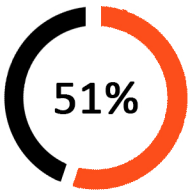
Deals



New information



Messages from
locally-owned business



Identifiable branding



A personalized greeting
with their first name

Advertisers targeting Gen Xers can incorporate these preferences by ensuring their materials are well-designed and include a personal touch, while also enticing them with something "new"—such as an exclusive offer or a free trial.



Millennials

Though millennials (or Gen Y) are most often associated with the digital revolution, their passion for traditional mail is still present, with 32% preferring to receive promotional information through direct mail (email has the number-one spot with a 49% preference).

That desire for discovery remains present, however, with millennials being the most likely generation to respond to offers from companies they don't know.

Within 3 months of receiving direct mail marketing materials:

- 🔵 47% visited the company's website;
- 🔵 28% learned something about the product;
- 🔵 27% visited one of the company's physical locations—numbers that outperformed both the Gen X and Boomer generations.

That being said, millennials tend to get stressed out by large mail piles, so advertisers need to make their materials count with high-quality design, straightforward copy, and worthwhile promotions.



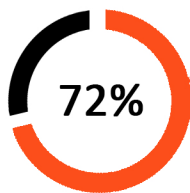
Gen Z

Despite being the most digitally-connected generation yet, Gen Z is also a hotbed of potential for direct mail marketing.

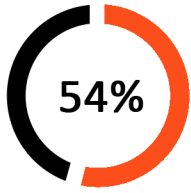
Their hunger for discovery is no less present, with 72% of Gen Z consumers excited to see what materials they will receive, and 33% being encouraged to purchase something they saw in the mail.



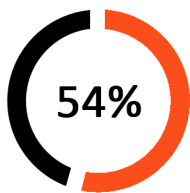
Gen Z's creative side is also rife with opportunities for advertisers to explore. The elements they find most attractive include:



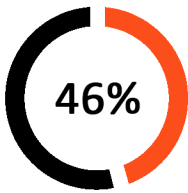
Deals



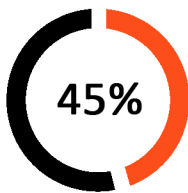
Identifiable branding



Colorful elements



A personalized greeting
with their first name



Special sizes and shapes

Relevant deals and promotions remain a top priority for Gen Z, but marketers who can combine them with the generation's interest in physical creativity will stand out.

Conclusion

As much as the world has changed, direct mail remains one of the best advertising channels for any integrated marketing campaign. From its ability to yield exceptional marketing ROI to its multi-generational appeal, it is a powerful tool for businesses that want to reach their target audience.

