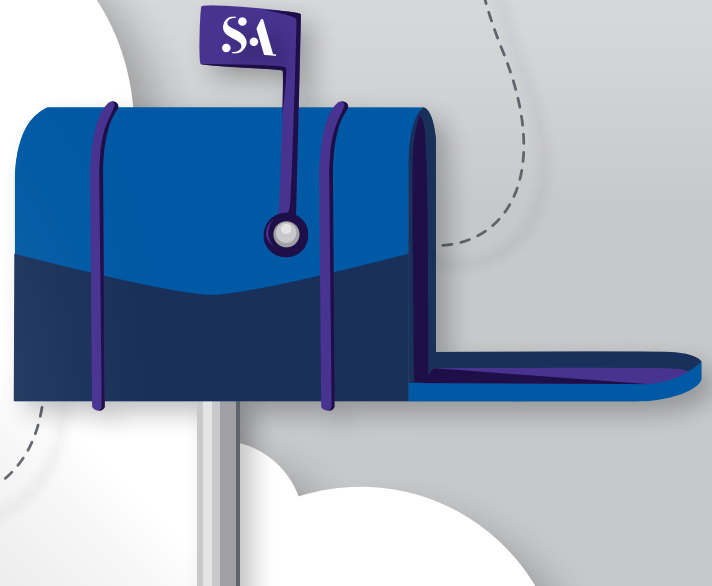# GUIDE *to* DIRECT MAIL

SandyAlexander
sandyinc.com

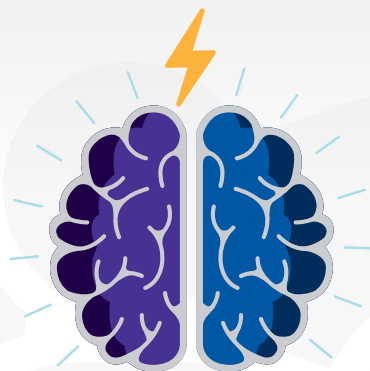# DIRECT MAIL
connects with your
AUDIENCE

There are so many marketing channels nowadays that business owners often overlook a tried-and-tested marketing method that helps you connect with people on multiple levels. Here are just a few ways direct mail makes it easier to relate to your audience.

It's PERSONAL

Personalizing your message with your prospect or customer's name makes your piece more engaging and *increases response rates by 135%.* (DMA)

It's MEMORABLE

Brand recall is 70% higher when customers are exposed to direct mail as vs digital ads. 55% of people said they "look forward" to seeing what's in their mailbox. And 56% stated that receiving and reading mail is a "real pleasure. (USPS)

It's ENGAGING

Research shows that holding a physical mail piece triggers desirability and improves perception of your brand. The part of the brain that controls motivational responses is *20% more motivated by print advertising.* (USPS)

DIRECT MAIL
gets ATTENTION

118 EMAILS
Received Per Person Per Day
(Radicati)

63 DISPLAY ADS
Received Per Person Per Day
(Word Stream)

2 PIECES OF DIRECT MAIL
Received Per Person Per Day (DMA)

They **OPEN IT**
90% of direct mail is opened vs 20-30% of emails. (DMA)

And They
TAKE ACTION
79% act on direct mail offers immediately vs 45% on email. (DMA)

It's **TRUSTWORTHY**
56% of people feel that print advertising is the most trustworthy form of marketing because there's no chance of having your identity stolen or downloading a virus when opening a piece of mail. (DMA)

It's **TANGIBLE**
Another benefit is that *you can hold it in your hands.* You can use special coatings, papers, magnets, games, and other interactive elements to grab your audience's attention, or you can include promotional credit cards or small gifts they can go out and be used immediately. Digital channels cannot make such a persuasive appeal to the senses.

SA CATALOG
of DIRECT MAIL FORMATS

Here are 8 of our most popular Direct Mail formats. This is only a portion of our library, as we offer a multitude of other innovative, patented, and patent-pending formats as well. Our inline capabilities allow for the full production of run lengths of 100,000 to 10 million pieces, ready to mail. While these are the most popular, we can also create custom formats on demand.
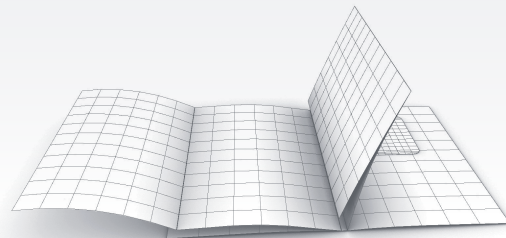
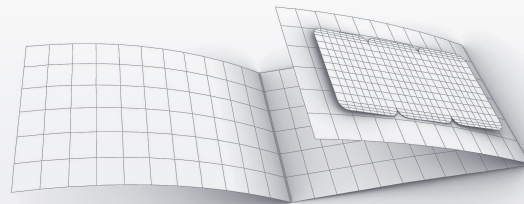**Scan or click this code to see our *DIRECT MAIL FORMATS* on our YouTube Channel @sandyalexanderinc**

Format #1
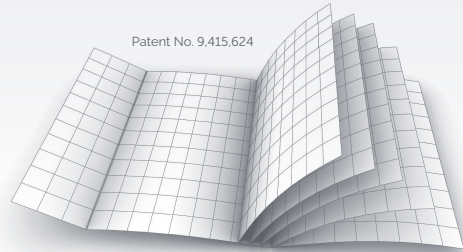12 Page Mailer with
2 Ply Vertical Promo Card
5.375" x 9"

Format #5
3 Panel Oblong Self-Mailer
with 3 Ply Promo Cards
6.625" x 4.75"

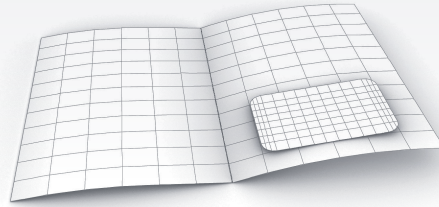WASTE WISE | FSC | SUSTAINABLE FORESTRY INITIATIVE | PEFC | SandyAlexander wind°energy | GREEN POWER PARTNER | HIPAA Health Insurance Portability & Accountability Act | AICPA SOC

SOC 2 Certified

Format #2

12 Page Moving Steps Mailer
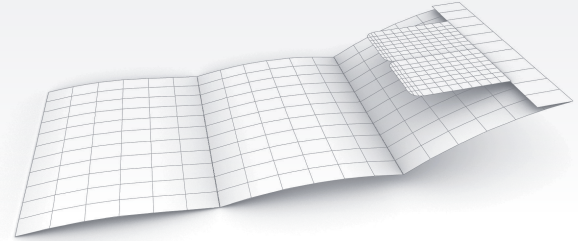with 2 Ply Coupon Panel
5.875" x 9.5"

Patent No. 9,415,624

Format #3

4 Page Self-Mailer
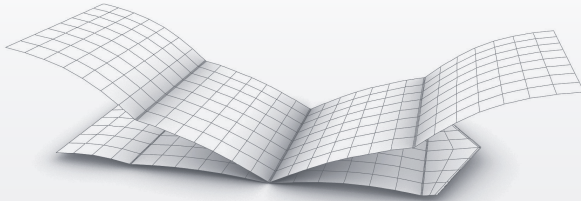with 2 Ply Promo Card
5" x 7"

Format #4

3 Panel Self-Mailer with 2 Ply
Cut Coupon Panel on Short Flap
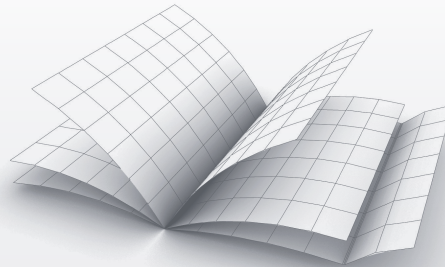5.25" x 7.125"

Format #6

12 Page Self-Mailer with Die Cut
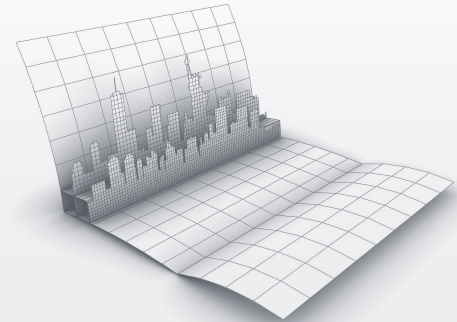Closure Flap and Perf Coupon Panel
5.25" x 7.125"

Format #7

12 Page Self-Mailer
with Coupons Flap
5.5" x 8.5"

Format #8

3 Panel Double Box
Pop-Up Self-Mailer
6" x 10.875"

DIRECT MAIL
+ DIGITAL *the perfect combination*

Direct mail is also the perfect complement to your digital marketing channels. Following up a direct mail piece with an email (or an email with a direct mail piece) increases the impact of your marketing.

Direct mail lifts response rates for other channels by **450%**.

Direct mail paired with digital advertising received **28%** higher conversion rates.

Direct mail paired with digital ads received **118%** higher response rates.

DIRECT MAIL
is ALIVE & WELL

Direct mail continues to be one of the best ways to get your marketing message in front of prospects. It offers response rates that are far superior to even the most successful online advertising, and you don't have to compete for attention in the hectic online world. Plus, direct mail boosts the effectiveness of your other marketing channels. While it may be tempting to focus solely on online marketing, it's clear that advertising channels like direct mail can pay off in ways digital just can't.

Direct Mail Trends and Future

	2015	2018	2020
B2C	10.6%	9.6%	8.8%
B2B	67.9%	70.7%	71.4%

BILLIONS OF PIECES