

MARALYN'S MUSINGS...



There sure is much talk about our Postal Service these days! With the tremendous amount of power outages caused by hurricanes and tornadoes we are experiencing now, I have been reflecting that we can still count on our mail service (thank you USPS!). And let's

not forget mail-in voting, prescriptions delivered, and all those boxes we get from online shopping. When technology fails - **Paper endures.**

THE POWER OF PRINT



The verdict is in - **people love direct mail!** During a recent call, a client mentioned that getting "snail mail" was the highlight of her day. Although I suspect she was exaggerating, her point was well taken, and I was inspired to make her day (and yours) as happy as possible.

DIRECT MAIL

Direct mail's impact is one of the issues I have been musing about.

When colleagues speak of their "go to" marketing tools, the focus is invariably on social media, i.e., Facebook, Instagram, LinkedIn, their websites, et al. I ask **"what about print?"**

Once I bring this up, the printed piece gets accolades; people love the touch, the texture, the emotional connection. Print as a marketing tool, however, seems to have been overlooked. Although print marketing is initially more expensive than social media, the overall ROI makes it a bargain in the long term; it's the gift that keeps on giving as direct mail's average lifespan is 17 days.



Kallati lookbook designed by The O Group, the luxury branding and creative agency, based in New York City.

ROI WITH CATALOGS



A February **Harvard Business Review (HBR)** magazine article, *Why Catalogs Are Making a Comeback*, presents impressive stats on why print should be a valuable part of your marketing programs, particularly for luxury brands. When we are in front of our computers day in, day out— a well-crafted direct mail piece is a breath of fresh air.

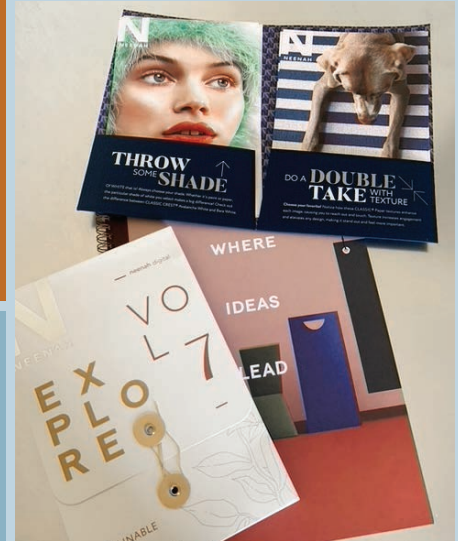
Studies show that catalog mailings have steadily increased since 2015 and consumers are enthusiastic about receiving them. From 2004 to 2018, response rates from catalogs increased by a whopping 170%. In the HBR case study described, the magazine partnered with a luxury watch and jewelry e-commerce retailer. At HBR's recommendation, the company launched a bi-monthly catalog campaign. The e-mail plus catalog experienced a 49% lift in sales and 125% lift in inquiries. The sales and inquiry lifts from catalogs almost doubled those from e-mail marketing.

While catalogs might not be appropriate for your company, direct mail is. Even pure online retailers utilize print marketing to grab the attention of their customers. Currently such online retail giants as Wayfair, Bonobos, Birchbox, and Amazon send out printed catalogs, and Google spends millions on direct mail. Why? Because they all understand that printed materials help to drive business and are a cost-effective means of creating more interactions with customers – and folks are bombarded by the internet.



MILLENNIALS LOVE DIRECT MAIL

A study conducted by the U.S. Postal Service partnering with Temple University to gauge responses to physical and digital advertising pieces found the following: **77% of millennials pay attention to direct mail advertising, 90% think direct mail is reliable, 57% have made purchases based on direct mail offers, and 87% of millennials actually enjoy receiving direct mail.**



FREE IDEA SAMPLES!

To my graphic designer friends - **Neeah Paper** has again come out with luxurious design samples. Send your address and I'll be happy to snail mail them to you while they last.



NON-PROFITS AND DIRECT MAIL

Non-profit development teams understand the gravitas of direct mail. Response rates from direct mail can be over 10 times those of digital marketing. A report from the Data & Marketing Association found that direct mail can have a median ROI of 29 percent, much higher than paid search ads. Our client **New Victory** the premier children's theater on 42nd Street, understands the significance of the printed piece. Above are some of the many award-winning direct mail designs created by Alexis Buatti-Ramos.

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UPDATED WEBSITE -
INTEGRATEDPG.COM

IN SUMMARY: PRINT IS POWERFUL

Physical mail has proven to be a much more interesting and engaging experience for consumers. When planning your marketing strategy, remember the power of direct mail.

WANT TO GET NOTICED?
THINK PRINT....
IT'S HARD TO IGNORE.
CONTACT US - WE ARE HERE TO HELP.