



Making the Case for Direct Mail Marketing

Out-of-the-box campaigns start with a box.

HANNAH GREGG | 02/25/2022 | 3 MIN READ

With phones running our lives, it's not surprising marketers are turning to digital media to connect with customers. With easy access to a wide audience and a mouth-watering price tag, there are indisputable benefits to email and social media marketing. Still, the uptick in scattershot digital strategies has left consumers feeling overwhelmed by advertisements and undervalued by brands. As a creative, personal, and effective way to connect with prospects and leads on a more meaningful level, the old-school way reaches targets where the internet can't. Getting something in the mail is exciting. It's like a birthday. "What did I get" is quickly followed by, "who sent it?"

Mail is a powerful tool. Kids write letters to Santa, not emails. They know emails don't have as much impact as a handwritten letter — and they can barely write. Emails are presented by computers and robots. Mail comes from humans and has emotion, feelings, and intent behind them.

Direct mail adds a new dimension to omnichannel marketing campaigns. How? Personalized and creative packaging delights customers and demonstrates a level of buyer appreciation that doesn't go unnoticed. Eye-popping designs and digestible copy drive intrigue and brand recognition from the moment the mailbox is opened. One need only look to Apple's sleek, monochromatic packaging or Tiffany and Co's iconic blue boxes to see the undeniable value of a positive, tangible marketing experience.

Is direct mail more effective? Yes. It is more expensive, but direct mail services can see upwards of 1,300% ROI.¹

In 2020, the average spend per person on direct mail was \$167. The return? \$2,905 in revenue.² The open rates speak for themselves: 90% of direct mail is opened compared to only 20% of emails.³ And response rate? Last year, the average direct mail response rate for prospect lists was 4.9% — almost double that of social and four times more effective than email.⁴

And it's not just current clients. In a recent Forbes study, 39% of prospects try a business for the first time, and 50% of consumers have tried a new product or service in the past six months as a direct mail recipient.⁵

In short, direct mail offers what digital can't: A tangible connection with targets. With the right mailing list and captivating, relevant content, direct mail marketing is an easy, creative way to stand out amongst the competition and can go a long way in turning prospects into customers and customers into advocates.

Long live snail mail!

¹[An Appreciation For An Old Friend: Direct Mail](#)

²[Direct Mail Marketing Statistics for Small Businesses](#)



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