

DIRECT

HIT



Marketing Services

The world has seen many changes over the past year with the COVID-19 pandemic, a new president, and much more. Some of these changes have been difficult for many businesses especially those in the hospitality, retail, and restaurant industries. For these industries, it has been especially difficult to bring in new customers and maintain relations with current ones due to travel restrictions, limited hours, and other precautions put into place. As things start to take on a new normal, bringing on these new customers is vital. Now — more than ever — you need to market your business. **Here are some tools to help you boost your marketing efforts as restrictions lighten:**

Mail Tracking: Add mail to your next marketing campaign and get Mail Tracking to know when your mail is projected to reach mailboxes. Learn the percent of mail that arrived and the percent left to be delivered so you can accurately prepare for new calls and online leads by knowing exactly when your mailing campaign is hitting mailboxes.

Informed Delivery®: With Informed Delivery®, you can add a full color, clickable ad to your mailpiece to replace the grayscale email preview sent to your audience by the USPS. You will also be able to see where Informed Delivery® emails have been opened geographically!

Call Tracking: With Call Tracking, you can track the effectiveness of your campaign by receiving a local or toll-free number for each direct mail campaign. Every call that comes in will be tracked, recorded, and displayed on your private dashboard so you know every call that comes in is a direct result of your campaign.

Social Media Advertising: There are 3 billion active users on Facebook and Instagram and the average person spends 4 hours combined on Facebook and Instagram daily. Adding Facebook and Instagram ads to your next mailing campaign is one of the best

ways to watch your conversion rates climb.

of customers visit a brand's website after receiving direct mail marketing

SocialMatch: With Social Match, we can match the names on your mailing list with their Facebook and Instagram user accounts. Your target will receive the mailing and will be delivered the SAME message on their social feeds, even before they visit your website online.

Online Retargeting: With Online Retargeting, if a prospect leaves your website without taking action, your ads will follow them using the Google Display Network and direct them back to your website. This will boost conversion rates as they'll see your name and brand multiple times, rather than just once!

Lead Match: With LeadMatch, one pixel is placed on your website to capture the contact information of your site visitors. This allows you to know who visited your website as a result of your mailing and automatically follow up with them online so you don't have to guess how effective your direct mail campaign was.

Retargeting with Direct Mail: With this service, we can identify the mailing addresses of your unidentified site visitors to serve them ads and send them targeted direct mail pieces. To do this, we add a pixel to your site and match IPs to physical addresses. Then, we work with you to set the business rules on your site interaction to qualify and segment audiences. After a visit to your site, qualified audiences are sent direct mail to the household within 48 hours of interaction.

Conquest Marketing: Have you ever wished you could blast everyone in one spot with your ad? With Conquest Marketing, you identify the targeted vacation spots, venues, and points-of-interest and we create geo-frames to capture the IP addresses used at the location. Then, we capture devices and serve ads while at the location. We can also match the captured devices back to the home IP address and serve ads or mail to the home.

Don't know where to start? Our Strategic Marketing team can help you decide which marketing tool is best for your next campaign. Contact us today at 1-800-686-6666 to get started!

of marketing respondents said combining digital and direct mail increased website visits



Team Treats



GRILLED CHEESE HOTDOGS

The only dish more American than a grilled cheese is a hot dog. This recipe by Delish for Grilled Cheese Hotdogs is the best of both worlds!

INGREDIENTS:

- 4 hot dog buns
- 2 Tbsp. butter, softened
- 1/4 tsp. garlic powder
- 1/4 tsp. onion powder
- 4 hot dogs, split lengthwise (be careful not to cut all the way through)
- 3 c. shredded cheddar
- 4 green onions, sliced

DIRECTIONS:

1. Flatten hot dog buns with a rolling pin. In a small bowl, stir together butter, garlic powder, and onion powder. Spread all over the outside of buns.
2. In a large skillet over medium heat, sear the halved hot dogs (working in batches if necessary) until charred, 2 minutes per side. Set aside.
3. Place a bun buttered-side down in a skillet and top with 1/2 cup of cheddar cheese, a hot dog, a little more cheddar cheese, and 1/4 of green onions.
4. Cover and cook over medium heat until the cheese melts, then use a spatula to close the bun. Repeat with remaining ingredients to make 4 grilled cheese dogs total.

Find recipe here: <https://tinyurl.com/ycfhy6en>



Mandy's

MOTIVATIONAL MOMENT

Mandy's favorite quote for this month is "You don't have to be perfect, but you do have to be 100% committed."

— Alexandria Ocasio-Cortez.

Tips for Writing More Engaging Social Media Copy

With each social media platform having its own unique post requirements and audience, it can be overwhelming to decide where to start when it comes to writing social media copy. Although images are necessary, the value of your product/service is often portrayed by the copy you write. If you are confused about where to start with social media copywriting, here are a few tips for writing more engaging social media copy:

- **Establish goals for social media posts.** It is essential to know who your audience is and have set goals for your posts when it comes to developing an effective social media presence.
- **Combine social media with another channel, like mail.** Our SocialMatch tool allows you to deliver your message to your target markets' Facebook and Instagram accounts right before your mailed advertisements arrive, and our Social Media Advertising follows up once they receive the mail piece. The best way to get your message seen is by taking advantage of the benefits of both print and social media advertising.
- **Copy length and message.** You are much more likely to engage your audience if you optimize your content's length and format. Additionally, make sure to speak directly to your audience and post with purpose.
- **Use hashtags.** Pick hashtags that are relevant to your business and find ways to add them into your copy so that searchers can find your company's social media profile through the hashtags.
- **Compliment the copy with engaging images.** Connecting images to the copy is essential in creating a cohesive message. Use images to grab your audience's attention and draw them into reading your copy.
- **Encourage engagement.** Encourage your audience to join the conversation and engage with your material. After all, social media is all about engagement and conversation.



If you're still unsure of where to start with your social media copy, our Strategic Marketing Team may be able to help. Contact us at marketing@mw-direct.com to learn more about how we can help you achieve your marketing goals and our digital+post tool.

FUN FACTS: SOCIAL MEDIA

In 2020, it was estimated that more than 3.8 billion people use social media. Some of the most frequently used social media platforms include Facebook, Twitter, Instagram, YouTube, Pinterest, and LinkedIn. However, many more platforms have come out and increased in popularity in recent years. Here are some fun facts about these social media channels:

- The United States surprisingly does not have the highest number of Facebook users. India has 30 million more Facebook users than the United States. Indonesia and Brazil are tied for third place.
- The highest number of Instagram followers is Instagram's own account with more than 380 million followers. The second account with the highest number of Instagram followers is Portuguese footballer, Cristiano Ronaldo with more than 240 million followers.
- Have you ever wondered why Twitter has a character limit for tweets? Twitter started in 2006, and the only form of texting available at that time was short messaging service, or SMS. This only allowed you to send up to 140 characters per text which is where the character limit comes from. Today's character limit? It's double the original at 280!
- YouTube is responsible for more than half of the time people spend watching video on their televisions. The video on YouTube to reach the most views in the first day of being uploaded is the Star Wars: The Force Awakens Official Teaser #2. This video reached a whopping 112 million views in just 24 hours.
- On Pinterest, pins may be an ad. Most people do not enjoy scrolling through social media and seeing ads pop up. However, Pinterest ads do not look like ads and they are not treated like ads since the platform shies away from blatant advertising.



0:00

17:19

27: Capture Real Leads with digital+post LeadMatch

At Midwest Direct we constantly hear about the “walled gardens” of social media and how difficult it is to turn those connections into leads. A lot of small businesses use social media ads and online ads to find prospects, but they have no real way of tracking those leads. You don't know who came to your website from your mailing... until now. Midwest Direct has an advanced measurement solution able to track and measure the effectiveness of all media including social media ads. With digital+post, small businesses can get data that larger companies have been seeing for years and track leads they wouldn't have known existed. Digital+post generates, then captures leads with LeadMatch for world-class tracking that works. With Midwest Direct LeadMatch, you can know who visited your website as a result of your mailing — and automatically follow up with them online. Never guess again on the effectiveness your direct mail campaign!

Listen to this week's episode of The Plus Podcast at mw-direct.com/pluspod27 to learn how you can find new leads using digital+post LeadMatch.



PROMOTIONS & INCENTIVES

Personalized & Preprinted Color Transpromo

This promotion encourages mailers of bills and statements to use color messaging in order to create a greater connection to and response from consumers. The promotion is intended to increase the value of First Class Mail, and encourage mailers to invest in color print technology. Details of this promotion include:

- An upfront postage discount is provided to mailers who use dynamic/variable color print for personalized transpromotional marketing messages on their bills and statements.
- For companies who have participated in this promotion in prior years, the mailer will be required to incorporate both dynamically printed color and personalized messaging in the mailpieces.
- For companies/mail owners who have not previously participated, only the dynamic color printing requirement must be satisfied in their first year of participation to help facilitate the process of getting on board with the technology.
- **Registration:** May 15, 2021 - December 31, 2021
- **Promotion period:** July 1, 2021 - December 31, 2021

DIRECT Hit



2222 West 110th Street • Cleveland, Ohio 44102-3512
www.mw-direct.com

PRESORTED
STANDARD
U.S. POSTAGE
PAID
MWD

Inside This Edition...

Social Media Fun Facts!

USPS Promotions!

Grilled Cheese Hotdogs!

Learn How to Use Our Marketing Tools to Build a Highly-Targeted Campaign

Read about it on mw-direct.com/blog

Tell us what you think. Email your comments and give us your feedback on what you enjoy about Direct Hit!



Questions or comments?
Email us at marketing@mw-direct.com.