



# ***Integrated Marketing***

Mail + Digital = Results

Michelle Toivonen, Director of Strategic Marketing,



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mail + digital communications

# Why Integrate Mail + Digital?

- Deliver relevant messages to your target audience at strategic points and times

Q&A

increase in annual  
revenue for  
companies with  
omni-channel

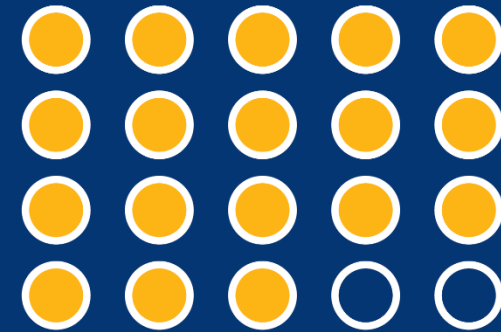


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# Why Integrate Mail + Digital?

- Give your mail campaign lift  
(PS – I also tell digital audiences to use mail to give their digital campaign a lift....)
- Better understand customer behavior

***It Takes  
More  
Touches...***



It takes about  
**18 touchpoints**  
to reach a new prospect the  
first time



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# Simplay3 Holiday Campaign



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Free Shipping to the contiguous United States!

## Rock Around Wobble Disk

Hold on tight for a rock, wobble, and 360 degree spin adventure with the Simplay3 Rock Around Wobble Disk!

SHOP NOW



http://



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# Simplay3 Requested

- 1 Can you help us find our best prospects?
- 2 Can you help us drive traffic to our main site?
- 3 What's the best possible channel mix for ROI?



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# The List

- Interesting combination
  - Used Simplay3's existing sales data to create heat maps, build customer profiles
- Worked with USPS to capture Informed Delivery emails
- Uploaded list to our dashboard for mail tracking
- Purchased additional contacts conforming to correct demographics to round out the list in the heat mapped areas



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# The Offer

- General Campaign offer:  
Save 10%
- Additional messages included
  - Shop Early
  - Black Friday
  - Last Day to Ship



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# The Creative Channel Mix

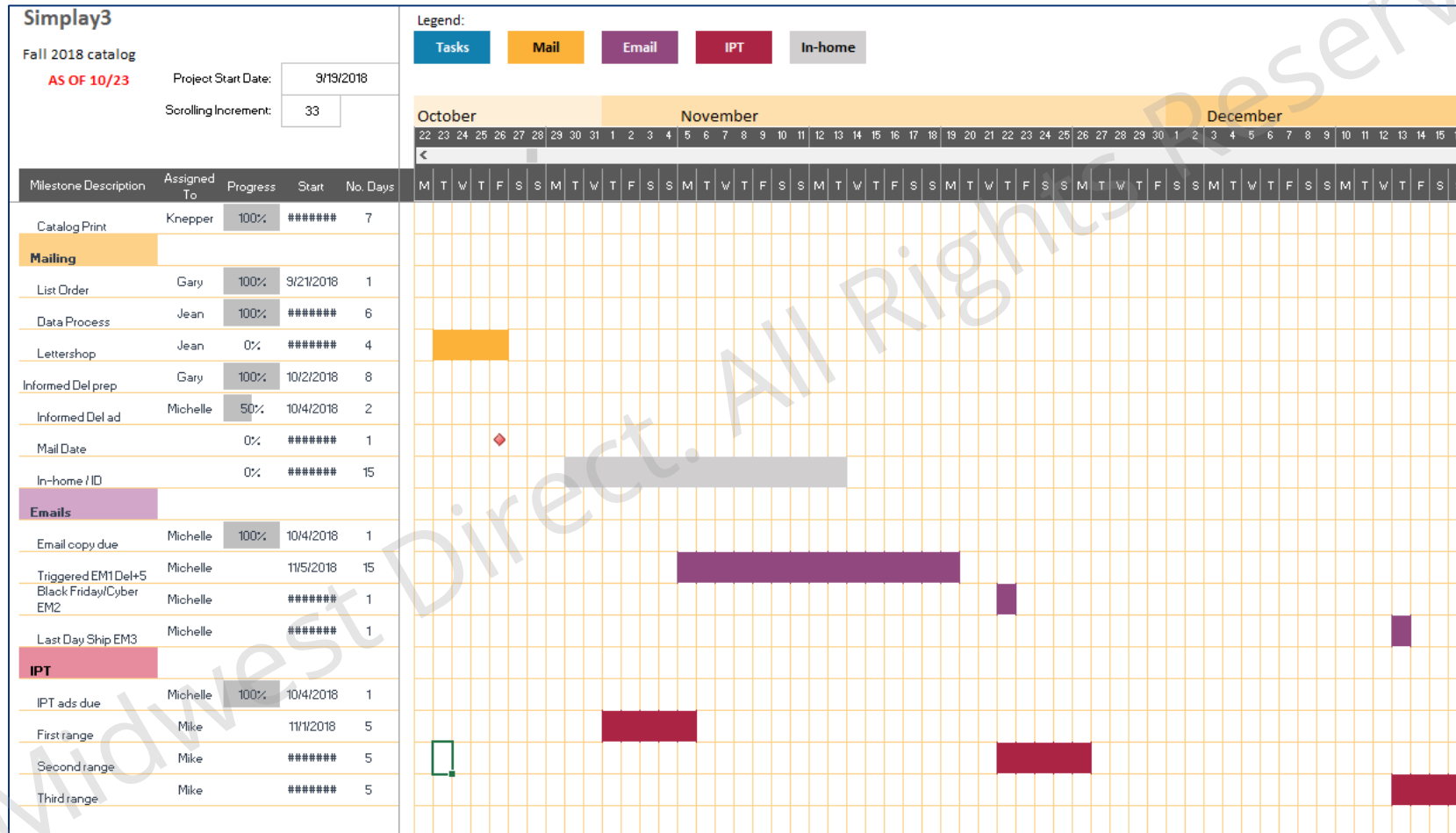
- Print & Mail with Personalized URL
- Informed Delivery Image and Clickable Ad
- Mail-triggered Emails Announcing Mail and Reminding to Shop
- IP Targeted Display Ads sent to those homes on the list to build relevant for each phase of campaign, some animated .gif



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# Campaign Execution Timeline



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# Samples of Creative



Order now to get it  
by Christmas  
Free Shipping! Order by 12/17

Simplay3



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# Informed Delivery



You have mail arriving soon.

[View all mail on dashboard >](#)



FROM Simplay3

[Learn More >](#)



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# Landing Page



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# Campaign Results

## Tracking Engagements Through December 17<sup>th</sup>



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# Results

## Traffic to Landing Page

Targeted Display Ads	480
Direct Mail	31
Informed Delivery	27
Email	25
Total Traffic Generated	563
(563/22,010)	3% Response Rate

## Landing Page Conversions

Total Conversions	37
(37/563)	6.6% Response Rate



**Conclusions: Decent response rate to a cold list. Low landing page conversion rates.**



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# Results

Gift Guide Mailing - Campaign Summary By Effort									View By Effort
Channel	Effort Type	Date	Description	DM Sent	DM Delivered	Email Sent	Email Delivered	Visits	Conversions
[-] Direct Mail				22,026	20,347			58	8
		2018/10/24	DM1	22,026	20,347			<a href="#">31</a>	<a href="#">4</a>
		2018/10/15	Ride Along					<a href="#">27</a>	<a href="#">4</a>
[-] Email						48,704	37,126	25	10
	[+] EmailBlast					33,226	31,143	11	6
	[+] TriggeredEmail					15,478	5,983	14	4
[-] Social Media								1,278	19
	[-] Other							1,278	19
		2018/10/12	General URL and IP					<a href="#">1,278</a>	<a href="#">19</a>



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# Results

	MAILED				ORDERS				SALES				
	GRAND PARENT	PARENT	SEED	TOTAL	GRAND PARENT	PARENT	TOTAL	RESP	GRAND PARENT	PARENT	TOTAL	AVG ORD	P/BK
NJ	1,996	1,998		3,994	3	5	8	0.20%	\$215	\$430	\$645	\$80.61	\$0.16
NY	4,911	6,362		11,273	12	14	26	0.23%	\$965	\$1,170	\$2,135	\$82.10	\$0.19
OH	1,232	934	10	2,176	1	2	3	0.14%	\$90	\$80	\$170	\$56.66	\$0.08
TX	2,862	1,705		4,567	4	1	5	0.11%	\$220	\$40	\$260	\$51.99	\$0.06
OTHER					1	1	2		\$90	\$80	\$170	\$84.99	
<b>TOTAL</b>	<b>11,001</b>	<b>10,999</b>	<b>10</b>	<b>22,010</b>	<b>21</b>	<b>23</b>	<b>44</b>	<b>0.20%</b>	<b>\$1,580</b>	<b>\$1,800</b>	<b>\$3,380</b>	<b>\$76.81</b>	<b>\$0.15</b>
					<b>0.19%</b>	<b>0.21%</b>	<b>0.20%</b>		<b>\$75.23</b>	<b>\$78.25</b>			
	MAILED				ORDERS				SALES				
	GRAND PARENT	PARENT	SEED	TOTAL	GRAND PARENT	PARENT	TOTAL	RESP	GRAND PARENT	PARENT	TOTAL	AVG ORD	P/BK
MAIL	1,316	820		2,136	5	1	6	0.28%	\$385	\$80	\$465	\$77.49	\$0.22
MAIL+IPT	1,806	1,464		3,270	1	2	3	0.09%	\$100	\$80	\$180	\$59.99	\$0.06
MAIL+EMAIL	3,012	2,962	6	5,980	7	7	14	0.23%	\$430	\$490	\$920	\$65.70	\$0.15
MAIL+EMAIL+IPT	4,867	5,753	4	10,624	8	13	21	0.20%	\$665	\$1,150	\$1,815	\$86.42	\$0.17
<b>TOTAL</b>	<b>11,001</b>	<b>10,999</b>	<b>24</b>	<b>22,010</b>	<b>21</b>	<b>23</b>	<b>44</b>	<b>0.20%</b>	<b>\$1,580</b>	<b>\$1,800</b>	<b>\$3,380</b>	<b>\$76.81</b>	



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# Targeted Display Ads

### Campaign Details

Name	Simplay3 Fall Gift Guide Thru Dec 17
Served Impressions	421166
Served Clicks	480

### From Order Lines

Dates	11/01/2018—Dec-17 EST (2 months)
Count Order Lines	3
Count Creatives	25

	Impressions	Clicks	CTR
▼ Simplay3 Fall Gift Guide Thru Dec 17	421166	480	0.11%

Reporting 11/01/2018 – Dec-17 on Campaign Simplay3 Fall Gift Guide Thru Dec 17 @ 11/01/2018—Dec-17 EST (2 months)

Order Line	Impressions	Clicks	CTR
First Range	140382	194	0.14%
Second Range	140388	168	0.12%
Third Range	140396	118	0.084%

**SIMPLAY3\_FALL2018\_IPT\_...**

rtuemsSQ5DnwzeJhQ

- 📍 Address List
- 🏠 B2C: Target Consumers / Residences
- ✅ Ready

**63.1%**  
13896 / 22027  
MATCHES



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*We Teach Students to*

# Integrate Mail with Digital Channels

Integrate Direct Mail with Digital Channels for Maximum Results



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# Build a Mail + Digital Campaign

(That's right – the kids want to learn mail!)



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# What's In It For You?

# Differentiate Yourself!

- Digital + Direct Mail = Better Results
- Average Email Response Rate 7.63 % overall CTR (Gartner, March 2018)
- Average Direct Mail Response Rate 9% to House List and 5% Prospect List (DMA, 2018)

## How

- Build Campaigns that integrate these channels. Show your lift.
- Get good at print and mail. VERY FEW entry level marketers bring that to the table.
- Learn the data side, or just know someone who does.

## New Marketing Adage:

- List, Offer, Creative & Mix





# Marketing Challenge

Build a Donation Request Campaign Centered Around Direct Mail and add Digital Channels targeting a House List + Prospects



Dear Ms. Pozniak,

So many people are touched by Cleveland Habitat's mission. We are privileged to be a part of the stories of transformation and **building stronger futures**. We would like to share the story of Camilya "Millie" and how her dream of homeownership is possible because of your support.

Millie grew up in Detroit and was raised by a mother with addiction and mental health issues. Despite the financial hardships and health challenges, Millie saw her mom as her greatest cheerleader. Millie's mom would say, "You never need to be perfect. You want to make me proud? You do better than me."

**Your gift builds strength.**

Millie wants to give her daughter, Serenity, more than what she had. Neither of her parents nor her siblings own a home. "My grandfather owned his own home. I thought that was big. I want to give that to my daughter. Serenity is in the seventh grade. I want her to have a place to call home by high school, so she can have that stability." **Your gift builds stability.**

"Serenity tells everyone we are going to become homeowners." Not only has Serenity made muffins and posters for the volunteers, she has made and sold jewelry to help her mother with the house down payment. **Your gift builds self-reliance.**

Millie wants to ensure when her daughter goes off to college that Serenity will have a place to come home. She imagines a conversation between Serenity and her future college roommate. "Oh, you don't have a place to go for Thanksgiving? You can come to my house and eat with my family. Come home with me." **Your gift builds home.**

This is just one of the families that you are helping to give a hand up, so that they can build a strong future for their children and generations to come. The investment you make in families today will transform generations. **Your gift builds legacy.**

Joyfully,  
John Habat  
President/CEO

Bryan  
Bryan Dardis  
Chair, Board of Directors

P.S. Your support is critical to make permanent affordable homeownership possible for families.

☒ I want to make a gift to support families like Camilya's build better futures in safe, healthy and affordable homes.

## My contribution:

☐ \$100 ☐ \$50 ☐ \$25 ☐ \$

## Method of payment:

☐ Check Enclosed (payable to Cleveland Habitat)

☐ VISA ☐ MC ☐ DISCOVER ☐ AMEX

**DONATE ONLINE**  
easy, fast, effective.

[clevelandhabitat.org/gift](http://clevelandhabitat.org/gift)

Ms. Nancy Pozniak  
2560 West 9th Street  
Cleveland, OH 44113-4603

EOY18-GI 39067

CREDIT CARD # EXP. CVV

NAME ON CARD

☒ SIGNATURE

ADDRESS

CITY STATE ZIP

PHONE

EMAIL

**Does your employer match gifts?**

☐ My employer matches gifts.



family strength  
memories inspire  
stability legacy  
home love

**Building home.**

home future love

**Thank you!**

**Your gift could help us buy items such as these to build better futures:**

Donations will be used where most needed

**\$50** Box of Nails  
**\$100** Kitchen Sink  
**\$250** Exterior Door  
**\$500** Countertops  
**\$1,000** Drywall  
**\$2,000** Siding

## Recurring Gift Options:

☐ \$15 a month (\$0.50/day) ☐ \$90 a month (\$3/day)  
☐ \$30 a month (\$1/day) ☐ Other \$\_\_\_\_/month  
☐ \$60 a month (\$2/day)

☐ Enclosed is a check for my first month's gift.  
☐ Please charge my credit card for future monthly gifts.

☐ VISA ☐ MC ☐ DISCOVER ☐ AMEX  
☐ I understand that this is an automated monthly giving program and that my card will be charged on the 1st of each month.

CREDIT CARD # EXP. CVV

NAME ON CARD

☒ SIGNATURE

ADDRESS

CITY STATE ZIP

PHONE

EMAIL

## Planned giving ensures your legacy:

☐ I'm interested in including Cleveland Habitat in my estate.  
☐ I have Cleveland Habitat in my estate plans.

## Questions?

Peggy Sobul - 216.278.7099

Thank you!

**DONATE ONLINE**  
[clevelandhabitat.org/gift](http://clevelandhabitat.org/gift)



# Data

A great marketing campaign begins and ends with data management. Consider the following for your campaign:

- List Acquisitions
- Online ordering
- Expert advice for niche marketing
- Postal Prep
- Data standardization
- Address correction (NCOA)
- Data Programming purls
- Analytics and Insights
- Customer Identification
- Data-driven marketing with heat mapping & profiling,
- Custom online dashboards

**We'll walk you through this later with the Simplay3 example!**



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# Print

Begin with contacting the USPS or Mailer (printer) to confirm mail piece design. What will you need to spec out for your campaign?

- Commercial Print/Marketing Mail
- POP (point of purchase)
- Ad Specialties
- Wide-format print
- What specific mail pieces?
  - Flats
  - Postcards
  - Letters



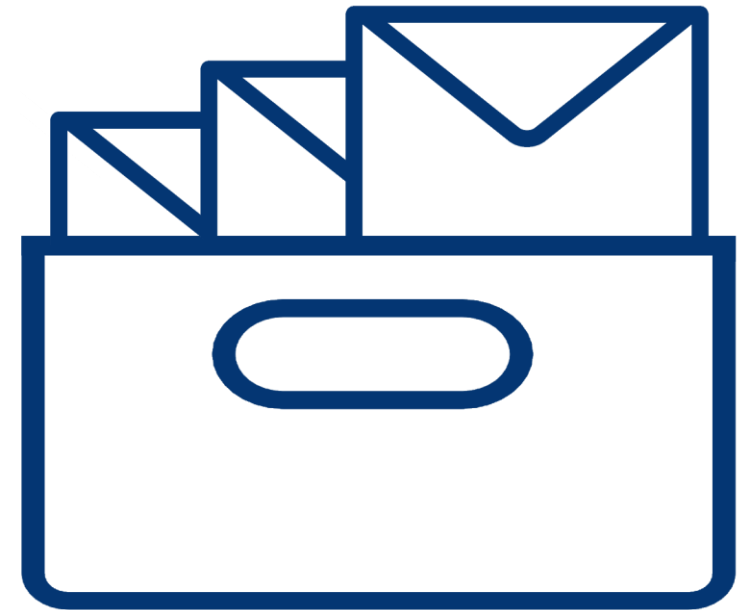
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# Mail

Postage fees vary based on mail piece design, volume, services requested and your timeline. For best possible rates, contact your Mailer in advance to discuss the variables and your best options.

## Ask your mailer what affects your ability to mail

- First Class Mail
- Marketing Mail
- Commingle



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# Mail + Digital Marketing

Decide what digital marketing services you will tie to your mailing services.

# Digital Marketing

## Landing Pages & Online Dashboard

- Critical to conversions and tracking
- We build, track, clients can see live mail, email and online engagements and results

## Email (three versions)

- Email to complement the mail. It may be blasted or triggered by the mail delivery (example 5 days after mail delivery in the home, our system will send the individual a follow up reminder email).



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# Informed Delivery Email from the USPS

- # Online Targeted Display Ads

- Tied to your list
- Served on the ad exchange, so like Google Ads, but appears to your targets, on your timeline 2+ times a day
- Shows up in home, then on mobile
- Targets lists recipients in home, event groups, New movers
- Shopping cart abandonment and anonymous site visitors



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# Strategic Marketing Plan

- Get Results – begin with the end in mind! (**strategic marketing**)
- Plan and execute major efforts from list purchase through print and mail, then track and report results (**strategic marketing**)
- Do you need to purchase or upgrade your mailing lists (**data and analysis**) based on performance?
- Are you testing offers/creative/demographics?
- Plan how to track and benchmark the offer and creative (**data/analytics**)
- Discern what does and does not work in your marketing efforts (**data/analytics**)
- Report results and think about how to do it better (**strategic marketing**)



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# ***Thank You!***

## **Connect with us:**

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The Plus Podcast with Midwest Direct



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