Multichannel Direct Marketing
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Sheera has made a career of taking on the hardest marketing challenges and responding with unprecedented results. She has the knowledge, experience and insight to help clients transition their marketing in new directions, reach untapped segments and revitalize communications programs. Sheera is also driven to develop marketing that produces constant measurable improvements, and she brings this mindset to every campaign for every client. She has more than 20 years of proven and practical experience in targeted, results-driven marketing.
# Table of Contents

Chapter 1: Basics of direct marketing ................................................................. 4

Chapter 2: Examples of multichannel direct marketing .................................. 14

Chapter 3: Factors that influence direct marketing response rates ............... 24

Chapter 4: Direct marketing best practices ......................................................... 30

Chapter 5: Summary ......................................................................................... 44
Chapter 1
Basics of direct marketing
Direct marketing is often confused with direct mail

Direct mail refers to printed materials designed to elicit a response from a selected consumer or business market.
Direct marketing is bigger than direct mail

It is a set of techniques using targeted communications that drive response and action.
Direct marketing is measurable and data-driven, which enables marketers to properly target their communications and raise their bottom lines and ROIs.
Email is the number-one tactic used by marketers, with close to 90% of marketers stating that they are using email.
Content marketing is not your ordinary web page; it’s a strategically and analytically driven process of driving website traffic and converting that traffic to leads.
Content marketing is customer-centric, not company-centric, actively leveraged as a lead generation technique by utilizing a problem/solution format.
More than 70% of marketers deem measuring ROI as very important

Source: Black Ink, “Discover how to prove marketing’s financial contribution to the enterprise,” 2013
Almost 90% of marketers need data to do their job well*

About 80% of them rely on ROI measurement to make an informed decision**

Source: *Direct Marketing News, “Marketers Struggle to Make the (Data-Driven) Grade,” November 2013

**Black Ink, “Discover how to prove marketing’s financial contribution to the enterprise,” 2013
Half of marketers consider the process of data collection as the top hurdle, while almost 40% cite customer integration and connecting marketing metrics to financials.

Source: Black Ink, “Discover how to prove marketing’s financial contribution to the enterprise,” 2013
Chapter 2

Examples of multichannel direct marketing
Direct marketing was originally considered interchangeable with tactics such as direct mail and telemarketing.

Today multichannel direct marketing is common, and response techniques are being used across a myriad of tactics and channels.
Multichannel response campaign example

Cohesive message used across all channels, with each tactic serving a different purpose in the process.
Multichannel digital response marketing campaign example

Email

Landing page

Multiple calls-to-action drive action and prompt greater response
Response-driven content marketing

Calls-to-action on blog article

Call-to-action banner ad on blog article drives to landing page

Associated landing page

Call-to-action banner ad included on blog article

Response-driven content marketing

Calls-to-action on blog article

Call-to-action banner ad on blog article drives to landing page

Associated landing page

Call-to-action banner ad included on blog article
Reinforced personalization with customer name and PURL

Letter is personalized with PURL throughout the body copy

Email copy provides multiple link opportunities to drive to PURL page

PURLs ensure response marketing is working as hard as possible
Customized fields increase direct marketing’s effectiveness

**Customized savings offer**

**Customized rebate**

**Customized by business type**

**Customized recommendation**

**Email**

**Direct mail**
Multichannel direct response lead generation campaign

Email and landing page incorporated into integrated campaign

Dynamic oversized and unique mail packages grab audience attention to prompt greater response
Email based on core direct marketing principles

Email with the personalized info section
Direct mail example leveraging personalization

Consider the facts. Compare the figures.
That's the only way to make the best decision for your business.

Here's the profile for businesses in your area

- Total savings up to $2,401
- Up to 44% savings compared to Dayton Power & Light
- Low price created for your business: 5.20¢ per kWh
- Price locked in until May 2014

Personalized savings

Direct mail
Chapter 3

Factors that influence direct marketing response rates
There are **4 factors** that influence direct marketing response rates.
Targeting is a fundamental factor and an important distinction from general market advertising.

- Targeting increases response rate and reduces investment by determining and reaching out to those who are most likely to respond.
• The offer is the second most critical area impacting response rate
• It includes incentives, pricing and promotions
• Price-value is a key driver in rational decision making
• Response is impacted by other communication touch points
• Research has demonstrated that message recall occurs between the 3rd and 4th touch points
• A multichannel strategy works together and response is a result of readiness to take action
• Creative can immediately grab customers’ attention and help raise customer engagement and response rates

• The message must contain sufficient information crafted to match the target and deliver reasons to drive them to action
Chapter 4

Direct marketing best practices
To understand the full potential of direct marketing, here is a list of **9 best practices to optimize the effectiveness of our direct marketing campaigns**.
Use offer/incentive as motivator

- A core direct marketing best practice that spans channels is the application of offers and incentives.

- One of the core attributes of an effective incentive is offering something that will motivate the recipient to sign up or take the desired action. It should be clear that in order to receive the offer, the recipient must take an action.
Include a call-to-action in every communication

• A direct marketing best practice is to ensure a perceived sense of urgency. The main idea is to ensure that a call-to-action ties directly to the objectives.

• Incorporating an action takes a communication touch point that might be considered awareness-oriented and transforms it into response-oriented.
Include multiple calls-to-action

- The proliferation of digital media reinforces the need for multiple points of access and ease to get the user to the next step.

- A standard direct marketing best practice is to provide a call-to-action multiple times within the communication. For example, the call-to-action should be included a minimum of three times in a direct mail letter.
One of the fundamental proven direct marketing best practices is to provide an expiration date. It ensures recipients know when they need to take action or risk not being able to take advantage of that offer.

Due dates are a critical element in response marketing. Without them, the campaign simply won’t be as effective.
Tell the complete story

- The goal of direct marketing is not to be remembered or create an image or make an impact, but to generate a response now. So when trying to get people to make a decision, be sure to provide all of the necessary information to get them to say “yes.”

- The story should be told across all channels. Consider what role each channel plays in the decision process.

- Direct mail tends to be most effective at generating response versus lead generation when it includes all the information.
Content marketing utilizes multiple touch points to tell the complete story.

Calls-to-action within blog article

Call-to-action banner ad on blog article drives to a landing page

Associated landing page
Drive relevancy with personalization

• Direct marketing best practices dictate that communications be delivered in the most relevant and meaningful manner in order to empower and reinforce your communications.

• As digital media has increased the number of messages that inundate prospects and customers, customers prefer and have come to expect personalized communications.

• We’ve seen campaigns with personalization generating 27% more responses than the general one.
Personalization establishes credibility and increases response
Personalization and relevancy are two cornerstones of direct marketing. Learnings demonstrate that communications with personalization and relevancy are significantly more effective and produce superior results compared with generic communications without meaningful and accurate personalization.

The way to optimize relevancy is to leverage segmentation with predictive modeling and other targeting techniques to increase efficiency, eliminate waste and ensure optimal spending and ROI.
Successful direct marketing is all in the testing. It is a key foundational element of direct marketing.

Marketers are provided with endless opportunities to test and improve their marketing investments. Without testing, they can fall behind the market and competitors who embrace testing.

At the most basic, there are 3 big areas of testing--list, offer and creative--but you can test just about anything. For example, you can test messaging, offers, letter layout, channel, subject lines, targeting, sequencing of messages and additional lift from touch points, etc.
Always measure the results

- Direct marketing was founded on the principle of measurement, which is now pretty much the fundamental in most of marketing as digital marketing channels have made measurement more accessible and efficient with available databases.

- Measuring and testing go hand-in-hand for direct marketing. Measurement metrics must be realistic and appropriate for the testing topic. For instance, email subject line testing should look at the open rate, not the click-through rate.
Incorporating these 9 best practices will help ensure better results and a higher ROMI for your direct marketing efforts.
5 things to keep in mind

1. Consider **integrating channels** into direct marketing communications for optimal results

2. Ensure your direct marketing campaign is meaningful to your target audience with a **relevant message and offer**

3. **Customize** your response campaign to fit your target and business

4. **Test, test, test** to evaluate and assign improvement to the needed areas

5. **Consider best practices** when designing your direct marketing campaign
To learn more proven ways to enhance the effectiveness of your direct marketing programs, talk to J&C.

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