

direct mail offers power, impact and flexibility to crm, loyalty programs and other customer communication streams.

direct mail, with its wide variety of formats, lengths and content treatments, will be the cornerstone of crm and customer communication streams for the foreseeable future. rising costs and higher customer expectations make intelligent use of this channel more important than ever. advances in digital printing techniques now allow increased specific relevancy in communication to best customers.

**direct mail is the most effective medium for many forms of transactional communications; determining how best to deploy direct mail is key to any significant customer communication stream**

Offering the marketer a variety of flexible and powerful formats, direct mail can be the cornerstone of any 1:1 transactional communications program. From #10 envelopes and postcards, to complex formats with pullouts and reveals, to 128-page oversized catalogs, the choices the marketer has are manifold. As a 1:1 medium, the performance of direct mail campaigns and even individual pieces is known and measurable. Sophisticated marketers must learn to deploy direct mail formats that are measurably effective in the moment or Event, but are also consistent with a stream of communications to an individual over time. Longer-term Brand, Loyalty and Advocacy measurement must have a seat at the table with short-term response and sales.

**direct mail, as a “push” medium, needs to be tightly integrated within overall communication strategies**

Historically, direct mail has been the workhorse of communications with customers and prospects for companies with a direct component, and companies seeking to drive and nurture leads, store visits and other measurable activities. Now, as it integrates with digital communications, its role has changed and measurement has become more complex.

- Direct mail remains principally a push media. We deliver an offer to the consumer, and seek to elicit a defined and relatively small range of response. Interactivity comes into play when direct mail is used to drive traffic to websites, PURLs or intelligent call centers.
- Huge leaps in printing technology have made the role of customer data ever more important. Historically, direct mailers used customer data only to determine who would receive a preset number of versions or offers. Today’s technology allows customization and personalization of not simply offers and names, but of images, copies and offers. After showing years of promise, the technology now exists to create a truly 1:1 shopping experience for the consumer in print as well as digitally.
- Working with today’s data tools, good marketers need to lay out the integrated map of contacts by customer segment, even by individual. Legacy direct mail customer and prospect selection criteria results in best customers and best prospects being over-contacted—often repetitively—with the “best” package in both print and email. Improved approaches can lead to equivalent near-term reward and better lifetime value, brand perception and advocacy rates.

“Direct mail programs when properly deployed and integrated within one’s mass, in-store, digital and other campaigns, can not only drive short-term sales and response, but lifetime value and brand loyalty as well.”

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## direct mail can serve a major role in any brand communication stream

Direct mail is the most powerful medium for communicating directly to your individual customers and prospects. Sound direct mail programs, when properly deployed and integrated within one's mass, in-store, digital and other campaigns, can not only drive short-term sales and response, but lifetime value and stickiness to your brand as well.