

Tactic Report:

USING DIRECT MAIL AND ADVERTISING

WHY INCORPORATE THEM?

1. **Targeted Impact:** Direct mail effectively reaches a specific audience, with various formats like catalogs, postcards, or brochures allowing for tailored messages that resonate with different customer segments.
2. **Brand Awareness:** Advertising, including traditional ads, billboards, posters, transit ads, and digital displays, introduces and establishes a brand across diverse platforms and environments.
3. **Engagement:** Both direct mail and advertising are strong tools for driving consumer actions, from initial interest to the final purchase.
4. **Versatility:** The creative use of multiple advertising materials, both physical and digital, enables a multi-faceted approach

Defining THEIR ROLES

Direct Mail: Best for personalized, tangible marketing efforts with measurable results.

Advertising: Ideal for building brand awareness and reaching a broad audience quickly.

Impactful use of DIRECT MAIL

- **Audience Segmentation:** Create messages tailored to different customer profiles.
- **Design and Content:** Combine visual appeal with concise, engaging content.
- **Personalization:** Personalized elements increase relevance and connection.
- **Call to Action (CTA):** A clear, compelling CTA that makes the next steps obvious and simple.

Tips for DIRECT MAIL

- Employ attention-grabbing headlines and integrate your brand's color scheme and logo for easy recognition.
- Maintain a clean design focused on your core message.
- Offer incentives such as coupons to boost response rates.
- Boost long-term brand recall and visibility using promotional items and strategically placed posters to complement your direct mail efforts.
- Use trackable elements like QR codes or unique URLs for measuring impact.

Essentials of ADVERTISING

- **Creative Content:** Create ads that capture attention with consistent, clear brand messaging.
- **Placement, Frequency, and Timing:** Optimize ad exposure by choosing the right time and place, considering the habits of your target audience.
- **Multichannel Approach:** Use a mix of platforms, including both traditional and digital, for a comprehensive reach.

Creating an AD

- Start with concept development that aligns with brand values.
- Pair persuasive copywriting with striking design elements.
- Adhere to legal standards by substantiating all claims to maintain trust and integrity.



Types of **PR ADVERTISING**

Incorporate a variety of PR advertising types to address different objectives.

- **Image Building:** Craft campaigns that shape and maintain the public image of your brand.
- **Financial:** Use clear messaging to attract investors by showcasing financial strengths and opportunities and build shareholder trust.
- **Public Service:** Engage in campaigns that contribute to public welfare and reflect corporate social responsibility.
- **Advocacy:** Align your brand with important social or political causes, demonstrating commitment to societal issues.
- **Announcements:** Announce new offerings, events, or milestones to keep the audience informed and engaged.

Writing Copy for **DIRECT MAIL & ADS**

- Begin with a powerful headline that demands attention.
- Keep body copy concise, emphasizing benefits and unique value propositions.
- Conclude with a strong CTA that is easy to follow.
- Always include clear contact details or instructions for a response.

Real-World **EXAMPLES:**

Direct Mail Example:

ThreadUp, an online clothing resale platform, successfully reactivated dormant customers using direct mail. They segmented customers into email subscribers and unsubscribed cohorts and tested direct mail effectiveness. A 45% discount offer, CEO letter, and personalized messages proved most effective. Direct mail led to higher Average Order Value (AOV) and outperformed email for the unsubscribed group.

Case Study link: <https://www.lob.com/case-studies/thredup>

Advertising **EXECUTION**

1. **Media Planning:** Identify effective channels for ad placement, choosing between digital spaces and physical locations like urban billboards or public transit for visibility.
2. **Budgeting:** Allocating resources for maximum ROI.
3. **Creative Development:** Craft ad elements that resonate, telling a compelling story through visuals and text.
4. **Campaign Execution:** Launching and managing the ad campaign.
5. **Performance Tracking:** Utilize analytics to measure success and inform future strategies.

Integration **BENEFITS**

- Combine the personalized approach of direct mail with the wide reach of various advertising materials to increase impact.
- Use both tools to prompt action and leverage varied creative methods for a cohesive campaign.

AD Campaign Example:

Aerie's "aerie Real" campaign, launched in 2014, redefined beauty standards by featuring unretouched models of all sizes in its intimate apparel ads, promoting body positivity and inclusivity. The campaign's impact was significant, as Aerie saw a 20% increase in sales in the first fiscal year after its launch. By challenging unrealistic beauty ideals and embracing imperfections, Aerie resonated with its target audience, particularly women aged 15-25, and influenced a shift in advertising standards within the industry. This successful campaign not only boosted Aerie's sales but also prompted other brands to follow suit in promoting more realistic and attainable body images.

Case study link: <https://www.sru.edu/news/060320a>

Photo:

<http://photos.prnewswire.com/prnh/20140117/NY48153>