



PRINTtips



TechneGraphics INC
Professional Printing Providers

2002 Ford Circle
Suite D
Milford, Ohio 45150

513.248.2121
Fax: 513.248.5141
info@techgra.com
www.techgra.com



www.techgra.com

Using Direct Mail . . . To Enhance Social Media Marketing

Use of social media sites has exploded in the last seven years. In February 2005, the Pew Research Center conducted the first of six surveys as part of the Internet & American Life Project. In 2005, only 2% of adults who use the Internet were using a social media site. That number increased to 16% in 2006, 29% in 2008, 46% in 2009, 61% in 2010 and 65% in 2011.

Who are these users? According to a Morgan Stanley report issued in December 2009, 67% of 18-34 year olds use a social networking site – and so do 67% of 45-54 year old and 55% of those aged 55+. In 2007, social networking represented about 1 out of every 12 minutes spent online, while today it accounts for 1 out of every 6 minutes spent online.

Along with this growth, social media sites have evolved from purely personal to commercial use – a way for people to connect to a business and its fans. Businesses find they can use social media sites for marketing purposes, such as engaging in a dialogue with customers, building brand awareness, making offers or providing premiums, coupons or samples, and alerting customers to upcoming promotions or product launches (sneak previews).

Direct mail is still relevant

Does the popularity of social networking sites mean that businesses and organizations can drop direct mail as a marketing tool? Research suggests not. For its 2012 Channel Preference



Survey, ExactTarget, a global interactive marketing provider, surveyed 1,481 American online consumers, asking about communications preferences and how they prefer to receive marketing messages.

ExactTarget asked how acceptable it is for companies to send unsolicited marketing messages through various channels (e-mail, direct mail, text messaging delivered via Facebook). Direct mail was the only channel where an unsolicited message is not viewed as inappropriate.

ExactTarget also found that 65% purchased a product or service after receiving direct mail while only 20% made a purchase after receiving a message delivered via Facebook and only 16% made a purchase prompted by a mobile marketing message.

Using Direct Mail... To Enhance Social Media Marketing (Continued)

“75% of consumers discover new products from off-line sources...”

The Internet Advertising Bureau commissioned a study to examine how consumers interact with various marketing channels. The survey period was April 2012 and consisted of 1,851 respondents aged 18 and older. Results showed that 75% of consumers discover new products from off-line sources like word-of-mouth, direct mail, catalogs and television. After the initial purchase, a slight margin of consumers preferred to be sent catalogs, and direct mail as a way for companies to keep them informed.

The basis of social media is fostering a sense of community where fans can build relationships and share with others. This is a very different from traditional marketing which emphasizes products and services. At a social media site, too much emphasis on selling rather than providing something of value risks alienating fans and provoking negative posts.

“Social media sites also require a consistent effort...”

Social media sites also require a consistent effort to demonstrate to customers that there is something valuable to be gained by connecting to your business on a personal level. How much effort? Idealware, a 501(c)(3) nonprofit organization located in Portland, Maine that provides information to help nonprofits make informed software decisions, estimates that it takes at least 2 hours per week per social media tool to see significant marketing results.

Combine Direct Mail with Social Media Marketing

If you can only afford to use one marketing channel, we believe it should be direct mail.

Here's why:

- The marketing message gets to the customer or prospect. You are reaching out, not waiting for someone to find you.
- You control the message. At a social media site, anyone can say anything, even if it isn't true.
- You are competing with fewer messages. These days there is relatively little competition for your customer's or prospect's attention in a mail box.

“If you can only afford to use one marketing channel, we believe it should be direct mail.”

- Mail is a physical media. The brain responds differently to physical and digital media. According to a 2009 study by Millward Brown research company, physical media like a direct mail piece leaves a “deeper footprint” in the brain, involves more emotional processing, and produce more internal feelings.

Here are a few tips for making social media and direct mail work together.

- Create a Facebook page for your company and update it regularly with products or services, or an event. Mail a post card with a QR code to the page.
- Create a forum on Facebook and encourage participation via direct mail.
- Monitor Twitter conversations on your product or services. Use the topics in a direct mail piece.
- Post videos on YouTube demonstrating your product or providing an explanation or instruction.
- Make your direct mail piece interactive by adding a QR code. The code can lead to a mobile web site, a YouTube video, or a short survey form that offers a reward for completion.
- Include social media icons such as Facebook or Twitter logos on your direct mail piece. This gives your target audience more options for learning about your company, especially if they are interested in customer reviews.
- Post links to a general, non-personalized landing page containing something desirable (information, an offer) on social media sites. Measure how respondents are getting to the landing page to determine the most valuable source.
- Make it easy for visitors to share with others. People like to share valuable information with others. Provide a “like” button for Facebook “check-in” on Facebook.

How Marketing Influencers Have Changed

In its publication, Top 12 Digital Predictions for 2012, Millward Brown's Global Futures Group described how marketing influencers have changed:

"In the past, key influencers have been limited to traditional advertising, consumer promotions (i.e., coupons, sampling, etc.); trade promotions (i.e., price reductions, displays, etc.); and word-of-mouth from family and close friends. With the advent of social media, our influencers have changed, broadening in both reach and scope. Microsoft's Bing search engine can pull in a user's friends' Facebook likes and display them with search results. Even total strangers can now impact the choices we make by leaving online comments and reviews."

Social media offers an entirely new way for businesses and organizations to form a relationship with customers and to leverage customer loyalty to attract prospects. As explained by author Robert Cialdini in his book, *Influence: Psychology of Persuasion*, the idea of tapping into the wisdom of the crowd is based on a principle of social influence. Instead of making a decision (such as what brand to purchase or where to eat dinner) based on the rational measures of traditional economics, we instead turn to outside influences. Cialdini calls this social proof, defined as "one means we use to determine which is correct, is to find out what other people think is correct."



"Social media offers an entirely new way for businesses and organizations to form a relationship..."

Q. *What's the latest information on how people are using QR codes?*

A. According to information published in May 2012 by Scanbuy, a provider of mobile barcodes and data analytics based on its Scanlife 2012 Q1 Mobile Barcode Trend Report, the number of unique QR code users increased by nearly 200%, to over 5 million, when compared to Q1 2011, and by 1 million when compared to Q4 2011. Also in Q1 2012, 13 million scans were processed – a 157% increase from the year before.

Other findings from the report:

- The most popular QR code marketing campaigns are connecting to video, app downloads, and product details.
- QR codes from quick-service restaurants were among the top five industries for the first time. The restaurants used QR codes to offer customer promotions, deals, and other offers.
- iPhone OS and Android OS account for 93% of the total QR barcode traffic, split about evenly.
- More men use QR codes than women (68% vs. 32%), though the female audience is up 8% compared to Q1 2011.
- Users aged 25-34 account for 35% of total users, followed by ages 35-44 (20%); 18-24 (16%); 45-54 (12%); 55+ (9%); and under age 18 (8%).

"More men use QR codes than women."



TechneGraphics INC
Professional Printing Providers

**Using Direct Mail . . .
To Enhance Social Media
Marketing**

TechneGraphics INC
Professional Printing Providers

2002 Ford Circle, Suite D
Milford, Ohio 45150

Address Service Requested

513.248.2121

Fax: 513.248.5141

info@techgra.com

www.techgra.com

PRRST STD
US Postage

PAID
Permit #271
Milford, OH

Combining Direct Mail and Social Media



*“Be sure your
Facebook page has
good customer
reviews for new
visitors to read.”*

If you own a business that draws its customers from a neighborhood or other defined geographic area, you can combine direct mail and social media and get people sharing with each other. Here’s how:

- Be sure your Facebook page has good customer reviews for new visitors to read.
- Make an offer that you know has appeal – perhaps a “buy one/get one” offer, a discount with purchase, or a free gift.
- Develop a mail piece (post card, flyer, brochure) that describes the offer.
- On the mail piece, direct recipients to your Facebook page and instruct them to write

a specific phrase on the page (such as “Got a gift for reading my mail”) to be eligible for the offer.

- On your Facebook page, refer to the direct mail piece (“Our neighbors are getting free gifts just for opening their mail”).

This will start people talking. Regular visitors to your Facebook page will ask how they can get in on the offer (which is asking to be added to your mailing list), and direct mail recipients will be exposed to the good customer reviews on your Facebook page.