



"Direct Mail Is Still an Effective Marketing Strategy"

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In recent years, there has been a shift from conventional marketing approaches to online and other technology-based strategies as businesses look for new ways to get customers. However, direct mail remains a consistent and effective way to increase your customer base.

Direct mail involves delivering physical mail to potential clients in a particular location and can include postcards, catalogs, and more. In my 50+ years in the industry, I can tell you that this old-school gesture is arguably the most effective way to cultivate an intimate and strong bond with your target audience.

How Do I Reach My Target Audience Through Direct Mail?

There are a couple of ways to go about it. You can create targeted mailing lists that enable you to deliver direct mail to particular demographics. Another effective approach is saturation mail, where you send your mail to all or most of the households in a region.

Here are some of the ways direct mail proves to be a must-have strategy for your business and how it helps you win new customers and retain your loyal ones.

1. Allows Personalization

A personalized marketing campaign is an effective way of catching the attention of new customers. You can personalize direct mail postcards to appeal to every individual recipient, which increases their chances of responding. The different customization methods include adding a person's name to the headline, customizing the envelope, or using personalized images.

2. It reaches all Age-Groups

Today, [about 62%](#) of people above 70 years have access to smartphones, but as the ages increase, that percentage declines. Besides, [less than 50%](#) of adults above 65 years use Facebook, meaning you can't target them on such a popular platform. But since you can reach everyone, the young and old, through direct mail, your postcard can turn almost anyone into a client.

3. It is acceptable to most Potential Clients.

People love to receive mails and regularly check their mailbox. Besides, most of them prefer [print marketing](#) since it has fewer distractions than online materials. Therefore, when you incorporate direct mail postcards in your marketing mix and ensure it is an eye-catching piece, you have an assurance that it will get someone's attention.

4. Creates a Deeper Connection with Customers

When potential customers receive physical mail from you, they develop a deeper footprint in their brain since they can touch and hold the mail, unlike in digital marketing. Direct mail leads to a profound and long-lasting effect on the recipients. Additionally, it creates a positive brand association, thus expanding your client base and ensuring it is strong.

5. High ROI and Response Rates

Every business wants its marketing campaign to generate paying customers. For that reason, direct mailing emerges as the best strategy due to its high return, unlike other channels. You will enjoy both its high response rates and large Return on Investment of 29%. [Get in touch](#) and get all the help you need from other experts in our staff and me. Also, at Quik Print, you'll enjoy the best direct mail services in the United States.