

Tuesday 17 September
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/ Webinar: Mastering Direct Mail - A Six-Step Approach that delivers a great ROI

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/ Welcome

Katie Dulake, Head of Brand, Admiral

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Digital Marketing Strategy

Master the art of crafting top-notch, omnichannel campaigns on our **Digital Marketing Strategy Skills Bootcamp**.

100 hours of learning led by a **seasoned marketing professional**, who is joined by **subject matter expert** guest speakers.

You'll learn how to plan campaigns that meet strategic objectives, set budgets, analyse and measure results, and optimise the performance of each digital channel.

On successful completion of the course you'll be awarded a certificate in Digital Marketing Strategy accredited by the IDM.



“I have **newfound confidence** in my marketing ability. I now offer insight and knowledge to my team that I previously lacked the confidence to suggest.”

Katy Bishop
Content Marketing Assistant

Starting at
ONLY
£296



Scan the QR code
for more information

With the government funding
up to 90% of the course cost,
places start at **just £296**



/ **Key Dates 2024**

- Late entry deadline – Friday 20 September
- Judging – Monday 7 October - Wednesday 9 October
- Shortlist Announcement – Thursday 10 October
- DMA Awards Night – Tuesday 3 December

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/ Mastering Direct Mail - A Six-Step Approach that delivers a great ROI

Rob Newton, CEO and Co-Founder, PSE

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MASTERING DIRECT MAIL:

A 6-step approach that delivers a great ROI



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WHAT IS DIRECT MAIL?

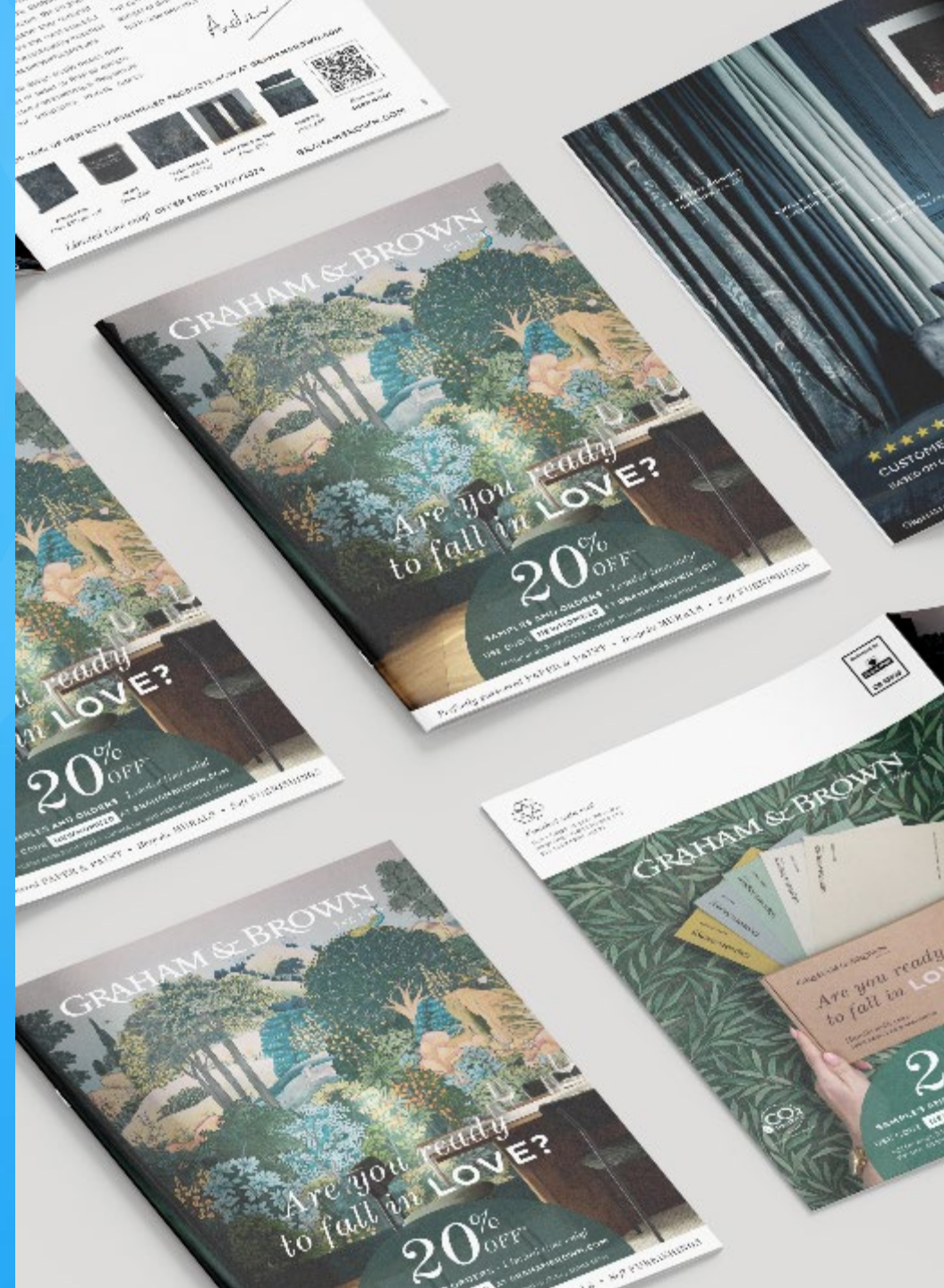
According to the Collins English Dictionary it means:

“A method of marketing which involves companies sending advertising material directly to people who they think may be interested in their products ...”

Or as we at PSE say, it's the way of getting a physical letter, leaflet or catalogue into the home and the hands of your ideal customer

No other channel can do that!

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20 SECOND HISTORY OF DIRECT MAIL

The first known piece was sent in 1888 – it made \$1million

It became hugely successful and at its peak, up until the late 80's, you could find a catalogue in pretty much every home, mail order generated £billions

Then came junk mail, lazy mass production - a stigma we're still shaking off

Next came the internet - eBay & Amazon officially launched in the mid 90s and the marketing world changed forever

Demand dropped although some fast-growing brands proved it can still work

Today there is a huge resurgence, and during lean times we have learned to fight harder to match the fast-paced digital revolution, and we have got a lot, lot better.

DM now sits proudly in the overall marketing mix, often outperforming other channels

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WHY DIRECT MAIL?

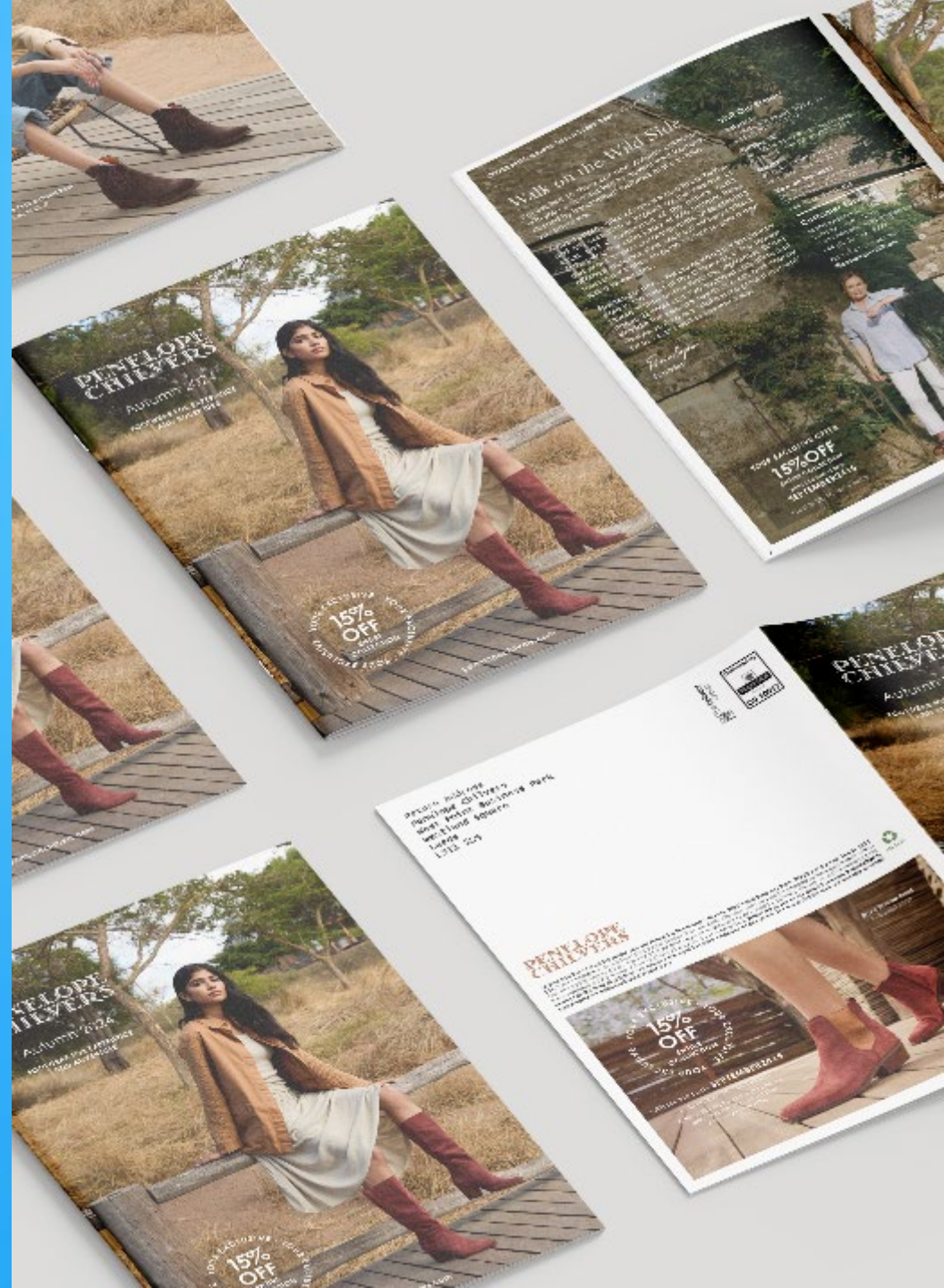
The average first order spend from new customers that received a catalogue can be 27% higher than through other channels

Customers recruited by DM spend twice as much than through other channels over 12 months

It cuts the through digital noise and creates a 121 customer relationship

It's 100% accountable, with matchbacks you see the Direct Attribution better than you can with most other channels

With updated reports and dashboards, it works perfectly alongside other channels within the marketing mix





THE 6-STEPS TO DM SUCCESS

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1

DATA PROFILING

Analyse your customer base and see what your ideal customer looks like, using tools like Mosaic:
Age, income, house size, geography, hobbies and interests

Analyse the products that are being bought and look for buying patterns:
Most popular products, most profitable product

At the end of this process, you should have a comprehensive report that gives you all the information you need to plan an effective campaign

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2

STRATEGY & PLANNING

What's my goal? What's the activity? What do you want to achieve?

Retention. Reactivation. Acquisition.

What's the offer you need to create to achieve these goal and how do you create engagement?

Research such as JICmail, competitor analysis, agency insight, content strategy

Set a budget ensuring your plan matches your key performance metrics. Forecast, CPA, Net revenue etc

Include a 'test and learn' strategy

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3

DATA MANAGEMENT & SELECTION

You know the type of customer you want; you know what you want to offer them, now you need to find them:

For **acquisition**, data agencies will match your customers to their available data pool. Of course there will be a cost to buy this data

For **retention** and **reactivation**, a data specialist will find customers with the highest propensity to buy

Data cleansing, data suppressions and data security - a good agency will put your mind at rest and manage all these elements for you

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4

CREATIVE FOR DIRECT MAIL

Ensure all creative materials are on-brand and visually appealing

Prioritise designs that are optimised for direct response

Apply the AIDA model principle

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THE AIDA MODEL FOR DIRECT MAIL

ATTENTION

Attract the attention of the customer

INTEREST

Increase the interest the customer has in the product or service advertised

DESIRE

Increase the desire the customer has in the product or service advertised

ACTION

Drive the customer to action by purchasing the product or service advertised



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ATTENTION

Is the Offer/CTA clear and compelling?

This relies on the work and research from your planning

Is the photography striking?

Will it grab the attention of my recipient?

Is it of the moment/seasonally appropriate?

E.g. party dress for Christmas or picnic hampers for summer?

Remember, this needs to be clear and simple. You have 3 to 4 seconds to get it right to grab someone's interest

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INTEREST

So, you've grabbed their attention, someone's picked it up and they're going to start to read it, so you've got to keep their interest

What other products are going to grab the viewer's attention? Use your research to inform this

Repeat the offer in easy-to-see places and/or introduce additional offers

Show someone else is using it, wearing it, eating it. Make sure the recipients can see themselves being that person

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DESIRE

So, you've grabbed their interest - what's going to compel someone to buy the product?

Fear of missing out – 'offer only valid for 30 days', 'only 100 left', 'before the end of summer'

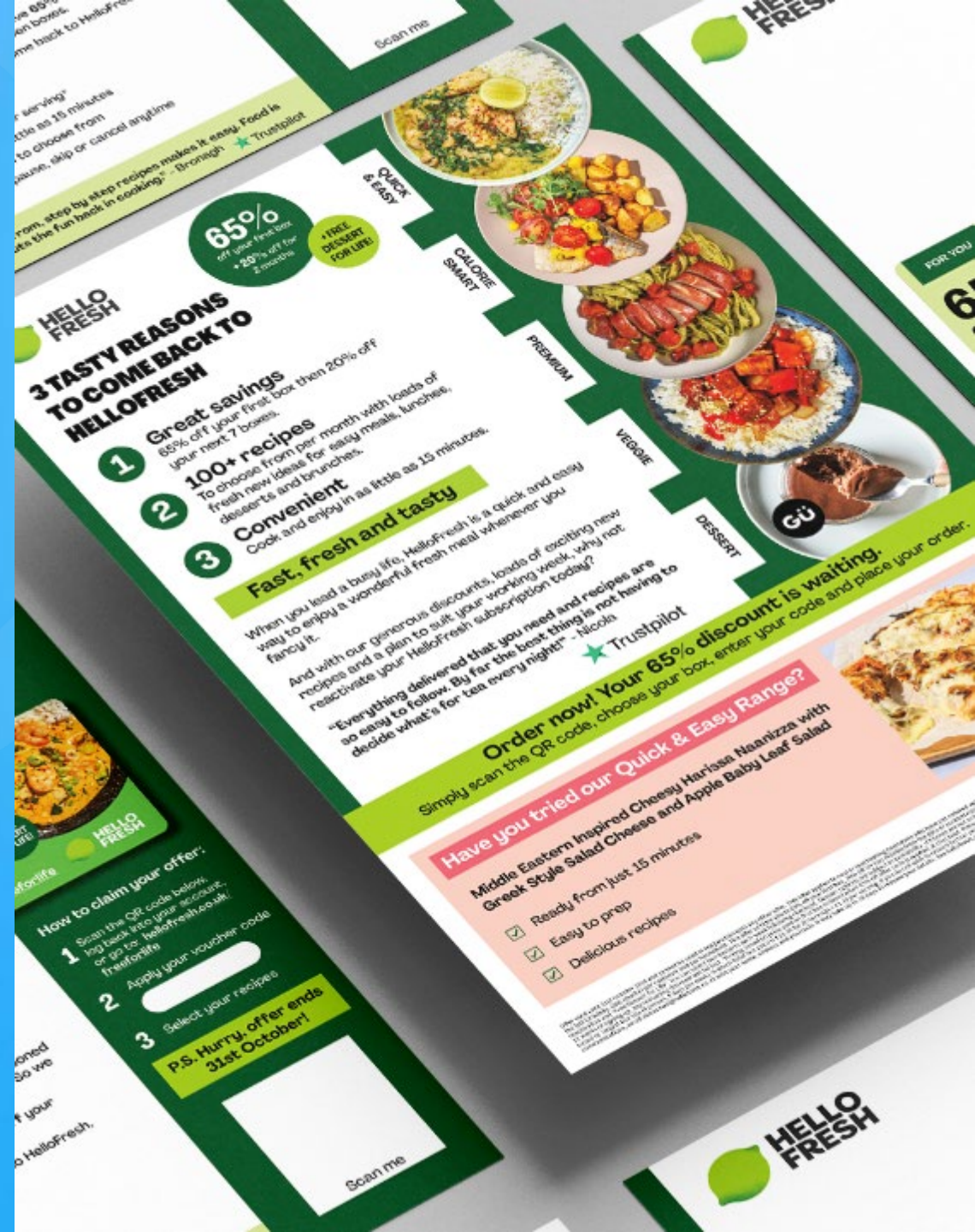
Validation – who else is wearing it, who is buying it, who is eating it?

"After 60 days I lost weight and felt healthier"
"The world's most exotic chocolate taste experience"
"Since buying this product I have more time with my family."

Are they getting a good deal? Can they get it cheaper, better, more quickly or higher quality anywhere else?
Answer these key questions

Take out risk – e.g. 'free returns if you're not happy'

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ACTION

Make it easy to order! Sounds simple, but it's often overlooked

Write down the clear steps to order. Create clear offer codes

Make a big enough space for people to see them, don't be afraid to repeat the offer

Remind them of the great offer they're getting at the next-steps section

Make sure the transition to web is smooth and simple with QR codes straight to a landing page and clear offer codes

IMPORTANT! Don't slow things down by cross-selling or upselling on your DM piece. Your job is to get the recipient to the website - the website then takes over and is responsible for that

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5

PRINT & FILM

Establish your landing date and work backwards. A good agency will give you a production schedule that will guide your key planning elements

Make sure you're paying the correct market rates on every element, particularly postage as that's 60% of the cost, and use available incentives. Royal Mail have given as much as £210,000

Maintain strict quality control, see samples, understand formats – know what you're getting

Commit to responsible and sustainable mailings

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PRODUCTION SCHEDULE

There is a lot of moving parts to navigate

The key thing is, give yourself as much time as you can.

Booking-in date

6 weeks in advance of the landing date

Artwork due date

Envelope artwork due date

Proofs from supplier

Proofs to be approved

Data required

Data proofs from supplier

Data proofs approved

Envelope requirement date

Release date

Landing date



6

POST CAMPAIGN ANALYSIS

Analyse campaign results to assess:

Response Rate

Revenue

ROI

Draw insights from tests

Compare results with initial objectives
and apply learnings to future campaigns

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ACTIVES

2,255
New Actives

- Nursery: 1,722
- Champion: 24
- Inactive: 290
- Lapsed: 146
- Dormant: 73

17,922

Total at EO June

ACTIVE BUCKET

18,398

Total at EO June

+ 476

38

CHAMPION

1,741

INACTIVE

EXAMPLE PCA

Question: Do the number of Actives decline in summer season?

1,741 Actives moved into Inactive

- This means it's a year since they last shopped
- Develop DM Trigger at 9 months post purchase to prevent moving into Inactive status

Reactivated 290 to become Active

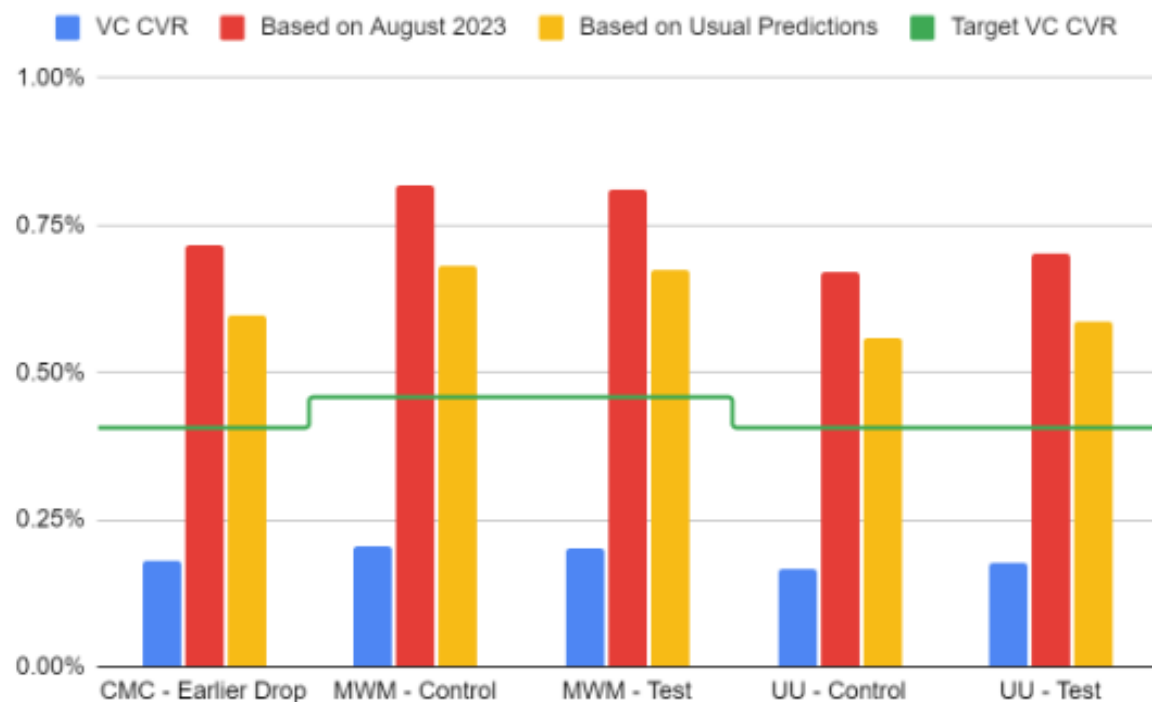
- Review previous status, have they ever been a Champion?
- Develop trigger campaign if clear pattern appears in insight

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First Drop of September 2024

- An early look at the results from the first drop of September which is all reacqui data looks like this part of the mailing is well on track to hit its target.
- It is a bit hard to predict due to the bank holiday meaning packs will have landed later in the week than usual.
- I have therefore included two predictions, the first uses last year to predict how many sign ups we'll get based on the position we were after the first update after the August bank holiday 2023 and one using the usual predictions after 4 days.



Data Source/Creative	VC Conv	Based on August 2023	Based on Usual Predictions	Target
CMC - Earlier Drop	358	1,432	1,193	812
MWM - Control	174	696	580	389
MWM - Test	172	688	573	389
UU - Control	193	772	643	467
UU - Test	202	808	673	467

Data Source/Creative	VC CVR	Based on August 2023	Based on Usual Predictions	Target VC CVR
CMC - Earlier Drop	0.18%	0.72%	0.60%	0.41%
MWM - Control	0.20%	0.82%	0.68%	0.46%
MWM - Test	0.20%	0.81%	0.67%	0.46%
UU - Control	0.17%	0.67%	0.56%	0.41%
UU - Test	0.18%	0.70%	0.59%	0.41%

MAKING DIRECT MAIL SUCCESSFUL

6 steps that all fit together and work in harmony to drive a consistent channel capable of delivering a great ROI

WHAT MAKES PSE



**DATA
PROFILING**



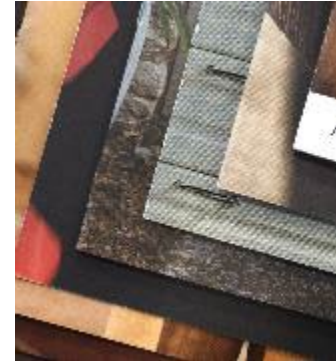
**STRATEGY &
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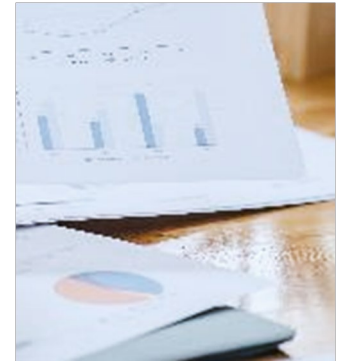
**DATA
MANAGEMENT
& SELECTION**



**CREATIVE FOR
DIRECT MAIL**



**PRINT &
FULFILMENT**



**POST
CAMPAIGN
ANALYSIS**

THE DM SUCCESS CYCLE

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WHY PSE?

- 1 For nearly 30 years we have worked with some of the UK's leading brands to grow their Direct Mail Channel
- 2 We are gold & silver DMA Award Winners
- 3 We are a JICMAIL Platinum Partner
- 4 We have delivered campaigns achieving a 64% higher response rate
- 5 Our client campaigns have hit ROI as high as 35:1
- 6 And most of all, we love what we do! ❤️



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THANK YOU

Any questions please get in touch



ROB NEWTON

CEO & CO-Founder

PSE

rob.newton@pse.agency

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/ Panel Discussion

Michele Masnaghetti VP, Analytics, Epsilon Abacus

Charlotte Lovell, Growth Marketing Manager, HelloFresh

Ian Gibbs, Director of Data Leadership, JICMAIL

Rob Newton, CEO and Co-Founder, PSE

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/ Closing Comments

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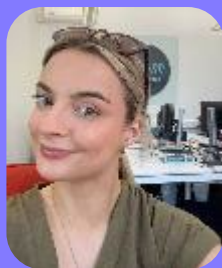
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/ Feedback Link

