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**Sir Speedy**  
PRINT | SIGNS | MARKETING

# Basically Business

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## Retarget Online Customers with **Programmatic Direct Mail**

When assembling your consideration set for your next omnichannel marketing campaign—or that of a customer—make sure programmatic direct mail is on the list. Also known as digital-to-direct mail, this data-driven solution lets marketers send personalized direct mail to anonymous website visitors by matching IP addresses to physical addresses. Custom campaigns are designed to target shoppers at home based on their online behaviors.

Borrowing its name from the same programmatic marketing that allows for real-time, automated ad buying, programmatic direct mail bridges the gap between the digital and physical, extrapolating customer interest and intent based on shopping cues and abandoned carts. Once triggered by pre-defined actions, a custom piece is sent out, designed to incentivize conversion with

coupons, discounts, special invitations or personalized messages.

Because they have recently been researching the business, product or service, customers recognize and trust the sending brand and are more inclined to open the direct mail piece. The recipient is also more likely to engage with the sender, making it easier than ever to convert anonymous website visitors. This additional touchpoint also opens the door to continued conversation with the customer, extending the relationship established when the shopper visited the sender online.

Now that we've established what programmatic direct mail is, why should you incorporate it into your offerings? With programmatic direct mail, senders circumvent problems encountered by typical digital advertising like ad blockers,

bot traffic and low-performing ads. Additionally, millennials and GenZ view direct mail positively. MarketingCharts found that 92% of millennials say they are more likely to make a purchase after receiving a mailing with a targeted message.

Programmatic direct mail is an opportunity to diversify marketing outreach and spend, investing in a new and proven channel. Digital to direct is also a great way to act on the customer's interest instantly.



## Need A Business Ally? One Is Closer and More Familiar Than You Might Think: Sir Speedy

### Most businesses don't think of printed communications as a veritable powerhouse of marketing opportunities.

Although innovative new resources such as digital media and social networks have grown in popularity, smart marketers recognize that printing is a mainstay. Here are some of the top reasons why marketing materials are your ally in an increasingly complicated competitive landscape:

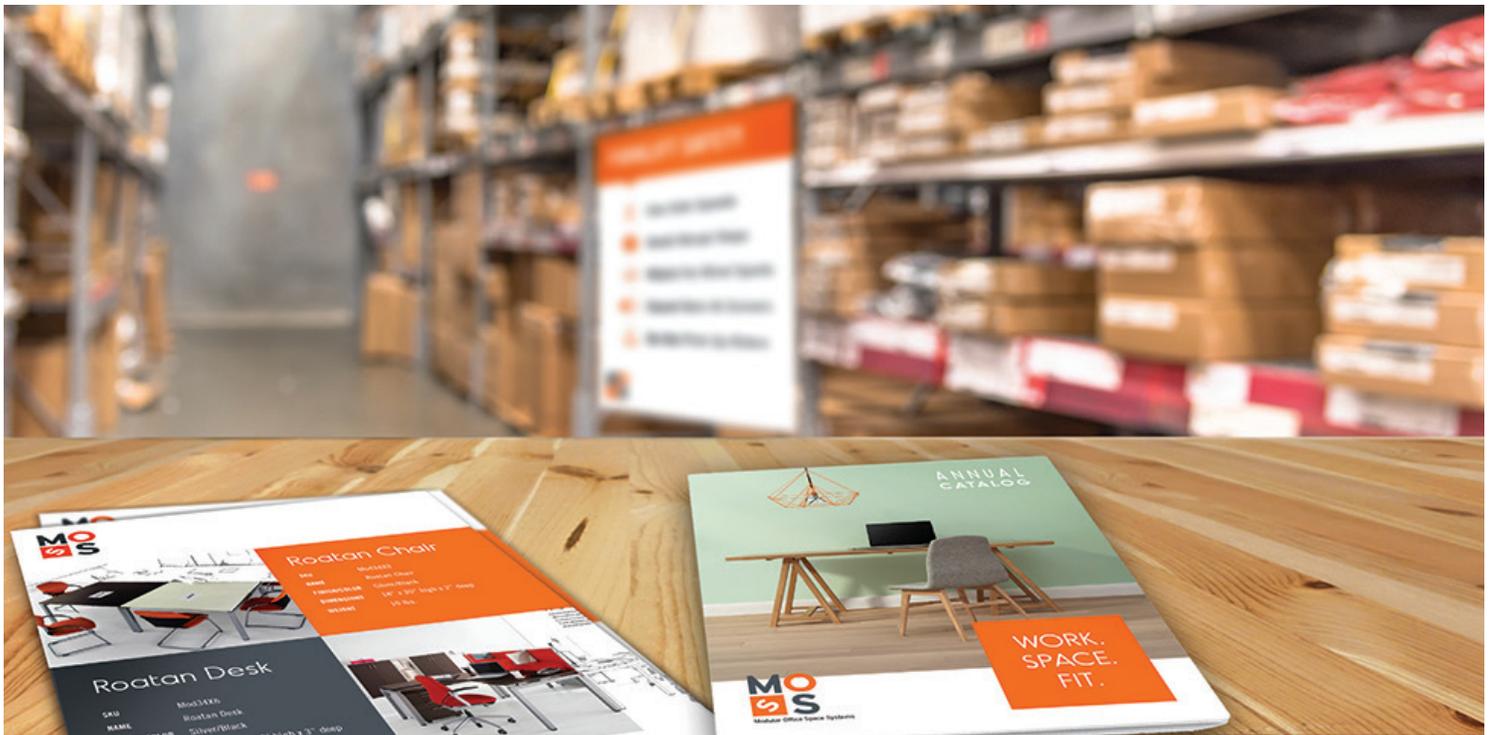
- **Integrate Your Marketing:** Relying on just one marketing channel is a no-no by master marketers. Direct marketing rounds out the mix, enabling you to employ powerful print tools such as variable printing for personalized one-to-one marketing, Every Door Direct Mail® (EDDM®) for direct marketing, large format for sign displays and much more.
- **Understand Media Preference:** How do your customers prefer their communications? Some people disregard digital media. On the other

hand, printed marketing pieces are impossible to ignore. They are quite literally a physical element in your customers' hands—a rack brochure, product sales sheet or direct mailer—giving them a leisurely way to digest your product and service messaging.

- **Expand Branding Opportunities:** Printed marketing communications excel at giving your brand an edge. Unlike digital media, 2-dimensional medium, printed pieces are 3-dimensional and offer tactile ways to attract attention. Special treatments like varnishes, embossing, die-cuts and specialty finishes such as the suede-like “soft touch” provide a memorable experience.
- **Increase Your Reach:** Email can only get so far with some niche market segments. B2B, in particular, can be a challenge. Targeted direct mail can effectively get your message into the hands of business professionals. Sometimes, customers and prospects come to you, as in the case of trade

shows and conferences. In those instances, make sure to have takeaway printed marketing collateral on hand for their convenience.

- **Save It for Later:** Unlike disposable digital media, printed pieces hold more weight, both literally and figuratively. A print piece is tangible, something that feels real and worthy of more than a fleeting glance. It's also a keeper—something that can be saved for reference at a later date when consumers are ready to act.
- **Build Brand Trust:** We live in an age of computer hacking, scams and fly-by-night businesses, so it's reassuring to consumers when they receive a printed marketing piece. It exemplifies business confidence. It conveys a high level of commitment. And it fosters trust, which leads to engagement and, ultimately, brand loyalty.



# Brand Responsiveness Matters —

## Tips for Ensuring Yours



**How quickly can your business respond to environmental change or customer demand?**

Did you adapt easily when the healthcare pandemic shut down entire states? Could you pivot and manage a negative social media attack? The need for brand responsiveness is at an all-time high. Is your business ready? Here are some tips that can increase responsiveness.

**Eliminate bottlenecks.** Don't rely on one person to approve a change or sign off before production. Put together a team of people from throughout your organization who are familiar with your communications. Make sure they have access to needed resources to create materials or talk with customers. Also, automate what you can to increase the speed of your responses.

**Customer needs.** Stay up-to-date on the latest trends that customers follow

and know what is expected from you. Ask customers where and how they want to talk to you (text, email, website) and **do it**. Customers are impatient, so respond quickly before you become the subject of a negative review. Always maintain quality; don't sacrifice it for speed.

In short, ensure that internally you are prepared to manage customer expectations and respond to their needs with agility and accuracy. Automate where it makes sense but don't lose touch of maintaining a personal relationship with customers.



## Did you know?

**Finishing and binding options** from Sir Speedy transform ordinary marketing pieces into extraordinary connection tools that help you acquire, retain and delight customers like never before. Let our experienced staff help you select the best option to suit your budget, timeline and creative or marketing objective. We'll help you make pieces pop with finishing effects that range from die-cutting, foil stamping and embossing to laminating, hole-drilling, padding and more. Bind pages together with unprecedented polish and professionalism with choices such as comb or coil binding, saddle or side stitching, or "perfect" binding, the preferred technique of book and magazine publishers. We can even put your documents into a durable three-ring binder, complete with a branded cover and professionally printed tabs.

Need help exploring your choices? Give us a call today.



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THE RHYTHM OF INTEGRATED MARKETING

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## INSIDE

### Brand Responsiveness Matters — Tips for Ensuring Yours

## Packaging for the Senses

Go above and beyond for your next customer packaging order by designing for the senses.

- 1. Sight.** The first way a recipient engages with a package. Integrate foils, holographs, UV coatings, glitter effects, pearlescent coatings and metallic sheens.
- 2. Touch.** Once it catches their eye, touch is inevitable. Try reticulation effects, glosses, embossing, debossing, grit or sandpaper coatings and soft-touch treatments.
- 3. Smell/Scent.** Olfactory treatments trigger nostalgia and appeal to memory. Add scratch & sniff stickers or labels, inks or ribbons.
- 4. Sound.** Auditory features will guarantee end-user interaction. Use sound modules, talking cards, talking mailing tubes or sound chips. You could even use video for a sight/sound double whammy!
- 5. Taste.** While you don't want recipients actually licking the package, trigger taste associations through images, shapes and colors.

