



Direct Mail webinar

20th September 2017 | 10.00-10.30 am



Host: Robin Sumner
Managing Director - Romax

Live FREE Webinar

How to improve your Direct Mail

As online marketing becomes increasingly saturated, where making your message stand out becomes harder amongst the clutter and spam. **Marketers are returning to the trusted medium of Direct Mail.**

Huge advances in data and print technology now mean that **direct mail is one of the most versatile marketing tools** that can provide highly targeted messages to an individual – much more so than an email can.

Romax are hosting a **30-minute* LIVE FREE WEBINAR** where we unravel this process and give insight into how you can **improve your ROI** and make your direct mail campaigns more successful.

During the webinar, you will learn:

- How direct mail can help to increase your campaign ROI
 - Planning your Direct Mail Campaign
 - How to use your database to target correctly
 - How people react to different layouts – Psychology
 - Case study: 349% ROI
- *plus Q&A time.

Sign up now:

Email: marketing@romax.co.uk
Web: www.romax.co.uk/webinarDM

ROMAX™

Marketing & Distribution

Romax provides a wide range of services in Direct Marketing, for every type and size of organisation. We commit to deliver your campaign on schedule, saving you time and helping you to increase your campaign ROI.

Romax Provides



Personalised Printing

We use the latest printing technology to create a personalised printed communication, variable both in text and image, that impacts on your audience and helps you to increase the ROI of your campaign.



Mailing House Services

Taking your personalised message and packing it into effective Direct Mail. We deliver your printed postal communication with a significant postage discount.



Communication Services

Managing daily communication services including welcome packs, membership card print and personalisation, transactional, promotional and renewal/reminder services across both print and electronic media. Services include data management, e-communication printing and distribution.

Other Romax services

Data Management Profiling, cleaning and enhancing your database to target and reduce cost in printing and postage.

Fulfilment: collating, enclosing, poly-wrap, both automated and manual.

Consultancy: Assistance in the process of creation, execution and management of your direct marketing communication, including 1to1 consultancy, webinars and seminars.

Some of the companies who work with Romax



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Webinar

Is the Direct Mail sector in Trouble?

Direct Mail Case Study

Direct Mail Facts & Figures

This Season

ROMAX™

Marketing & Distribution

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Issue 1



By Nilda Cerna,
Marketing Executive at Romax.

Direct Mail

Are you trying to increase the open rate of your emails to bring more traffic to your website and grow sales? What if I told you that Direct Mail delivered a great return on investment (ROI) and creates strong, emotional connections and brand associations? Let's show you figures from the Private Life of Mail research by Royal Mail Market Reach [i] that supports this. Research based on eighteen months of investigation, which included focus groups, neuroscience and tactility work, and more than 9.5K survey responses.

Mail in the home

"On average, people kept door drops for 38 days."

The study shows that people commonly keep mail they find useful. 66% of the respondents stated that they keep mail that they considered useful. Financial and tourism sectors mail saw increases on that figure up to 72%. In contrast, a study of the email analytics[iii] revealed that 51% of emails are deleted within two seconds.

Kantar Media's TGI survey confirmed that 80% of adults had kept relevant mail in the last four weeks[iii]. On average, the mail was kept for 17 days for advertising mail, 38 days for door drops and 45 days for bills and statements. For the same reason, it is common practice in transactional mail, to include targeted communications and adverts, Romax's many utility clients use this strategy to cross-sell other products.

The age group of 15-34 years old (millennials) are:

- 42% more likely to find mail memorable than the UK population as a whole.
- 71% more likely to trust the advertising mail they receive.
- 21% more likely to have switched supplier as a result of mail.

Mail in the heart

"People value something they can see & touch 24% more than something they can only see."

There are strong reasons why getting consumers to engage physically with a brand is likely to have a stronger effect on them. Multisensory stimulations alter the way the brain processes messages

which are key for driving an emotional response to messages or brands.

Physical contact results in a sense of ownership over an item (Endowment effect), therefore mail gains an advantage over email. **Fig. 1**
In the study, 64% of the responders had opened a piece of mail that day, and the majority did go on to interact with it. The highest open rates and interactions come from statement, bill or information updates, brochures and letters with a promotion or special offer.

Mail in the wallet

"87% of the responders were influenced to make online purchases as a direct result of receiving mail."

The Internet has changed your customer's behaviour. They research a product online and buy it in one click. Often digital behaviour is the last action, an identifiable part of the process, though generated by offline media. **Fig. 2**

The Royal Mail research shows that mail is highly effective at delivering ROI. When mail was included in a campaign, the total communications ROI increased by 12%. Including mail delivers more than just ROI. Incremental reach, the efficient growth of market share and cost per new customer acquisition also perform better.

To summarise, a single piece of mail can represent multiple opportunities for people to engage with a brand, reminding them of it, reinforcing its values, and ultimately becoming part of everyday life. Direct mail creates an instinctive sense of value being exchanged between the sender and recipient, which the latter may not be aware of. **R**

The client

Fantastic Services provides cleaning and maintenance services to both consumers and businesses in the UK, operating under several sub-brands: Fantastic Cleaners, Fantastic Gardeners, Fantastic Handyman, Fantastic Pest Control, and many others specialising in different trades.

The challenge

Fantastic Services engaged Romax to help organise their planned Direct Mail campaigns for 2017. The objective was to acquire new customers through a purchased database and re-establish contact with customers who had not used Fantastic Services for some time.

As part of their planned monthly campaign, they are doing B2C mailing. Using their own data of new and return customers to the brand. Their goals were to both, increase revenue and improve brand awareness.

The solution

Romax made a series of recommendations to help make their Direct Mail Campaign a success.

Firstly, Romax recommended to digitally print the letters in full colour, which allowed full personalisation throughout. Secondly, adding the company logo onto the envelopes, to help promote the brand and create recognition for those already familiar with it. Finally, Romax designed and ran out sample packs of different options for client approval adding promotion codes aimed at incentivising potential and existing customers to engage Fantastic Services.

Quick turnaround times

Romax and Fantastic Services also pre-agreed quick turnaround times to ensure the packs arrived promptly, to ensure that the acquired data did not become 'out of date'. After the initial mailing Romax

now despatch incentivised promo code mailings shortly after a client has used a service to increase additional activity and improve revenue per client.

Keeping costs down

Using our industry experience, the mailing was sent via advertising mail – a discounted postal service for marketing purposes. Additionally, we added a mailmark barcode to the letter which ensured that not only was the mail fully trackable through to delivery but that the cheapest postal price was achieved.

The results

One of their most successful direct mail pieces was sent in May 2017. Mailing out to new clients with a letter which included a discount promo code and a clear call to action. Romax managed the project which included: data management, printing the letters and envelopes, fulfilment, postage and distribution in the UK.

Direct Mail Case study

TOTAL RESULTS 349% ROI

Fantastic Services have sent out via Romax a good number of letters in their first six months and continue to send regular highly targeted mailings that achieve excellent returns: the overall direct mail campaign has reached a 349% ROI.



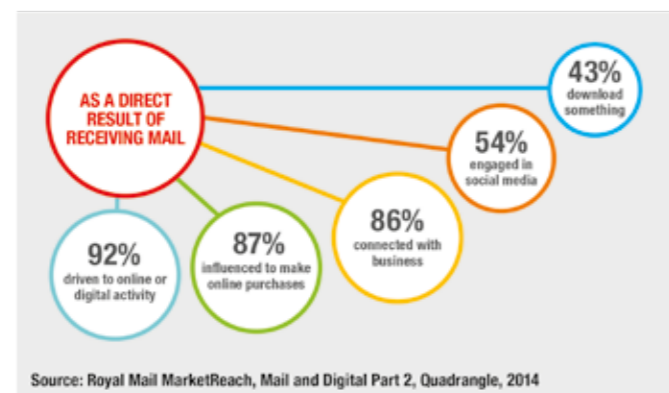
DEMONSTRATION OF THE VALUE EFFECT

The emotional impact of mail versus email, showing the 'Value' effect.



MAIL DRIVES CUSTOMERS ONLINE

And mobile is making it easier than ever for people to do this.



Whether the Direct Mail Sector is in trouble, is much debated within our industry, both by outside commentators, and those that make their living within it. Whilst I agree it is difficult for me to be subjective let's take a dive into the facts and try to form an educated opinion.

Firstly, what do we mean by "in trouble"? Yes, there have been some notable casualties of late with the latest being the Anton group going into administration. Having had conversations with those within the industry, yes this was unexpected, however, the full facts of management decisions are yet to come to light and will, I suspect, yield some answers. Sadly, as at the time of writing this piece, the administrators were winding the company up with creditors losing everything they were owed.

Are we "in trouble" because of outside factors beyond our control? To a certain extent yes as we have little sway on paper or postage price increases for example. Allied to the raising of costs (such as the increase in minimum wage and pension arrangements) means that the Direct Mail sector does become more and more expensive compared to online channels such as email and therefore margins are squeezed.

Online communications also have one big advantage – instant analytics!

Size is a factor in the recent downfall of some businesses such as the Anton Group. Small to medium size businesses are more agile both in reacting to demand, as well as diversifying into other areas of communication such as online communications and e-publishing. Consolidation will be a big topic over the coming months and years. The trend will, we believe, go from the bigger companies snapping up smaller rivals to similar size companies joining forces in mergers and acquisitions.

Create the insight and fight the pessimism

However, with insight, it is possible to fight back against this wave of pessimism.

Direct Mail has had an issue for a number of years with people's perception of how the environment is affected by the industry. However, the good folks over at

Is the Direct Mail sector in trouble?

By Wesley Dowding, Operations & Technology Director at Romax.

Two Sides have debunked that argument of which we should shout louder about.

Further optimism comes in the form of data taken from some MarketReach analysis. For Marketers, the highlight finding is that 92% of mail recipients will act on what they consume from the mail medium. Further good news can be found here which only goes to highlight the upward trend in the sector.

And lastly. General Data Protection Regulation (GDPR). We see an opportunity for the Direct Mail Sector with the advent in May 2018 of the new data laws covered by GDPR. If you are unfamiliar with these new laws, some of the best information can be found at the DMA website. This will restrict the way, in particular, digital marketing is conducted and the use of personal data. At the very least those operating digital communications will need to gain or regain more specific permissions from their customer, via a printed communication, so they can continue to engage with them. This presents Direct Mail suppliers the chance to capture more volume of work.

Plan and invest to reap the benefits

The old saying "fail to plan, plan to fail" is never truer than in business. Writing a business plan has some benefits including:

- forces you to think realistically, objectively and unemotionally about your business
- leads to questioning of past and future assumptions
- makes it easier to communicate planning objectives and strategies to bankers, partners, employees, financial backers and so on
- helps to ensure that all aspects of the plan are clear and integrated
- serves as a reference point when determining the effects of alternative courses of action on business operations
- allows you to identify any areas where you may need external assistance
- allows you to plan the growth of your business and associated capital requirements.

Many companies fail to write one yet the above benefits make it clear to do so would help! You can find many templates and resources on the Web to get you started.

From having a clear strategy, a business can then invest wisely, therefore, making the business more profitable and attractive to new clients. However, with big investments never underestimate the length of deployment or day to day distraction this could involve so ensure you account for this in your plan.

So in conclusion, with the right plan and foresight, along with, crucially the right staff, things look good for the Direct Mail industry. **R**