

You know that there are thousands of excellent digital marketing and website experts who share the latest trends, tools and advice. We love and follow them because we combine digital and direct marketing in our campaigns.

But if we want to find an expert in direct marketing the story is slightly different. There are a small number of websites where you can find relevant information, most of them have useful details about the sector, the facts and figures and significant studies which pretend to show the direct marketing reality and how to affect your overall marketing result. But, they are still missing an expert who shares their hands-on experience in this sector.

So, considering that in our 20 years of trading, we have managed thousands of direct marketing campaigns for clients across a wide range of sectors such as business and financial services, retail, both traditional and e-commerce, conference and media, arts, charity, telecoms and membership organisations of all sizes including big brands such as, Emma Bridgewater, Mercedes-Benz, PlusNet, Southbank Centre, London Zoo, MetFriendly, DKMS and V&A;

### How can we transfer our knowledge to marketers?

#### Blog

Currently, we provide a weekly blog post covering different topics related to direct marketing: direct mail examples, neuroscience to understand the consumer behaviour, facts & figures, data management and other subjects relevant to marketing professionals.

#### Webinars

We recently launched a series of live free webinars covering direct marketing topics, such as, "How to improve your direct mail" and "5 strategies to boost sales and membership renewals with direct marketing". We will continue working on those monthly webinars and hope that you will join us for the next one.



Host: Robin Sumner  
Managing Director - Romax

## There really is such a thing as free advice #askrobin

### NEW: "Ask Robin" for FREE Advice

Are you probably still hungry for more? So, because every marketer has their own marketing challenge, be it budget, acquisition strategies, retention and reactivation headaches, and you're always looking for the next way to improve and save money, we came up with "Ask Robin"

To help marketers like you to increase the overall campaign ROI, find different ways to improve your direct mail and reduce the waste, we have just launched a new free service: "Ask Robin."

This free advisory 'Agony Uncle' service allows you to:

1. Send us your marketing heartaches
2. Send a question about direct marketing
3. Clarify data concerns and help understand current legislation
4. Test your own idea against an independent expert
5. Reassure yourself that you have covered your bases.

Robin will respond with personalised advice and all for FREE!

### Who is Robin?

Robin Sumner is the founder and Managing Director of Romax Marketing & Distribution. He has more than 20 years of experience providing advice and direct marketing services to help companies succeed with their direct mail campaigns. For example, he helped Fantastic Services to improve their client letter and achieve a 249% ROI. Helped Sadler's Wells reduce the cost of printing and postage by £7500 on their season brochure mailing.

### How to send your questions to Robin?

**Email:** Subject, Ask Robin  
marketing@romax.co.uk  
**Social media:** #AskRobin

**Terms & Conditions on romax.co.uk/blog**

## A Christmas message from our Managing Director

Is it December already? Where has the year gone?

There have been many exciting developments this year, we welcome many new clients and have introduced services to great acclaim. Our 20th Birthday was celebrated in May, allowing us time to reflect whilst keeping an eye very much on the future. What must we do to ensure that you, our valued customers, view Romax as your 'go to' supplier for data driven communication – do let us know. We have increased investment in our teams and equipment and continued with our business success in unsettled political times.

I am extremely happy that Romax continues to achieve excellent client satisfaction and your feedback in the main is positive or very positive. Everyone here is looking forward to a well-deserved

Christmas break with excitement and a huge sense of achievement, and we look forward to continuing the hard work in the New Year with fully recharged batteries.

One thing for certain though is that none of our successes would be possible without the support and trust that you place in us to manage your membership and marketing communications. It rests with me then to thank you for your business over the year, to challenge you to take a selfie with the Santa Mask (It is Christmas after all!) and to wish you all a very Merry Christmas and a Prosperous New Year.

Have a safe and restful Christmas.

*Robin*

## 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



Direct Marketing



Cross Media



Design & Printing



Direct Mail



Data Management



Distribution & Delivery

### 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.

### Some of the companies who work with Romax



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in RomaxMarketing

This issue: Roll fold, A4, printed digitally on a Xerox iGen 150, Novatech 130gsm silk paper. Printed by Romax in Greenwich, London, UK.

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3 Ways to measure your Direct Marketing Campaign

5 Reasons to introduce more printed client communication

Direct Mail Beats Email Neuroscience confirms it

This issue

# ROMAX™ Marketing & Distribution

Winter 2017  
Issue 2



Remove the mask

Take a selfie

Share it!

Ask for votes

WIN A £100 Amazon Voucher

*Romax Xmas Contest*  
Ends 18th Dec

#RomaxXmas



# Direct Mail beats Email Neuroscience confirms it

**"I worry that the overwhelming rapidity of information is affecting cognition and deeper thinking"**

Eric Schmidt, Executive Chairman of Google's parent company Alphabet Inc.

Have you heard about the recent re-birth of direct mail marketing? This revival is based on several reasons: on one hand, the increased number of emails received – how many emails did you receive last Black Friday? Digital news, social media advertising and notifications create an overwhelming sense of overload from the amount of digital information that bombards us daily. On the other hand, there is clear evidence that paper-based content is more impactful and engaging than digital alone, you may be surprised by the latest neuroscience research.

## Latest Neuroscience Research

**"The smart reading device of the future may be paper."**

Brandon Keim, science writer for Wired Magazine.

A neurological study by Millward Brown found that printed material left a deeper footprint on the brain, involved more emotional processing (brands associations) and produces more responses connected with our internal feelings. These suggest that consumers internalise printed adverts, giving them greater resonance.

It also found that printed communications, in all their forms, produce more brain activity in the parts associated with emotional engagement: medial prefrontal cortex and cingulate cortex.

The study concludes that:

- **Physical material is more "real" to the brain.** It is better connected to memory because it engages with its special memory networks

- **Paper involves more emotional processing**, which is important for brand associations.
- **Printing material produces more brain responses** connected with internal feelings suggesting greater "internalisation" of the ads.

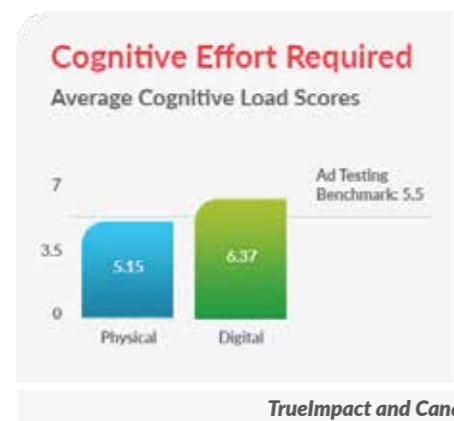
When you touch something, your hands act as transducers, converting mechanical energy so it can be sent as an impulse to fire the neurons in your brain. A study suggests that print benefits from the "endowment effect": our tendency to value things more because we own them. "It works even if you don't own the object. It can be triggered just by physical contact" Sebastian Haupt, an expert on sensory marketing.

## Direct Mail requires less cognitive effort than Email

**"Direct Mail was easier to process mentally and tested better for brand recall"**

True Impact & Canada Post study.

A paper-based marketing study from the neuromarketing firm TrueImpact sponsored by Canada Post compared the effects of printing (direct mail) with digital media (email and displays ads) via eye tracking and high-resolution EEG



brain wave measurement. The three key metrics in the study were: cognitive load, motivation and attention.

The results showed that:

- Direct mail requires **21% less cognitive effort** than digital media
- Direct mail is **easier to understand and more memorable**
- **Brand recall is 70% higher** with Direct mail.

## Recommendations for marketers

**70% of people say, "I feel that I receive too many emails."**

Royal Mail MarketReach, Mail and Digital Study, 2013

The research shows that printing communications has a higher impact on the brand recall, enhance and memory. Moreover, according to Royal Mail MarketReach, mail beats email in grabbing the attention, time spent on reading it, giving a better impression and how valued the audience feels.

With a large amount of evidence, marketers should take advantage of printing, it's not necessarily reinventing the wheel, at Romax we have used evidence-based case studies from clients who have grown their campaign ROI with just a simple but relevant personalised A4 letter and others who for example, have included personalised images.

There is a wide range of printing communications to incorporate in a campaign: letters, postcards, leaflets, catalogues, magazines among others, which help to increase your response and brand recognition. **R**

**Resources:** Forbes, ScienceDirect, Neurosciencemarketing, Millward Brown and Print Power Spring 2017 magazine.

In business, there are a series of strategies to build loyalty from your clients and prospects. There are companies which include loyal programs to encourage their customers to reach goals, such as an amount of points collected, to receive discounts or other benefits. Moreover, they also know their purchase behaviour and help to target and promote products suitable for them and reduce excessive printed membership communication.

Likewise, arts and other organisations have implemented membership schemes, which allows them to segment their offer depending on the type of level chosen by the member.

The result of this segmentation is a series of targeted communications that might have to be released at different times throughout the month, dependent on when the customer or member joined, their member status, their associated benefits, renewal state or when they should receive their monthly bill or magazine.

Whilst sending the same generic communication, across both digital or printed mediums, to all the clients and/or members is common practice because it is 'easy', it does little to further engage the member with your brand or helps you to increase engagement. The consequence is a lower response ratio, less loyalty and fewer renewals.

Undoubtedly, printed communication has an important role in marketing strategy, and because of that we have collected five reasons to introduce more printed client communication:

### 1. Increase your client's satisfaction – Welcome pack

Email open rates are around 20% depending on the industry, according to Royal Mail MarketReach, 83% of people read and 69% interact with a mail with information update. Furthermore, as soon as your client or member receives their loyalty or member card in a neatly presented welcome pack, the likelihood that they will buy a further product or participate in an event increases significantly: 97% of people were influenced to make an online purchase as a direct result of receiving mail.

### 2. Personalised printed communications increase sales

Personalisation is crucial in your communication and with printing, you can achieve better results. A targeted letter is more than "dear name", if you want a big impact, you must include variable printed



# 5 Reasons to introduce more printed client communication

By Charlene Plows, Client Services Manager.

communication that utilises alternative text and images for every target group within your campaign.

For example, charitable organisations used personalisation to request a different amount of donations according to each donor's annual income, which is obtained by profiling the database. This targeted communication made a big impact in their funding campaigns.

The Salvation Army received on average £22.53 via mail compared with the £2.08 with paid search.

Personalised printed communication helps to increase the number of sales, the value of each purchase and influence renewals within a loyalty programme.

### 3. Increase the client's renewal target and ROI

It's a fact that a physical targeted communication has a greater impact than an electronic one alone, but, when we talk about the annual membership renewal, the combination of targeting and printed communication makes a big difference. Using mail in a campaign can increase the ROI by 27% and 40% for sales and acquisition respectively, according to Royal Mail MarketReach.

### 4. Printed Membership communication management optimises the overall process

Sending a print communication takes time: preparing it, proofing, printing and then sending it. Add to that managing the returns/response. If you have, for example, nine types of different members – or clients, and every one of them has a different level, benefit or list of products, that can be 30 different types

of text alone. Automating the process will reduce time on proofing and pre-press and shorten the time it takes from a member joining or a new client signing up until they receive their welcome pack.

Managing the communication with a direct marketing supplier, set up on with an automated workflow to service the requirements for your member or client, which includes, variable text, images and whatever you decide is crucial content. You only have to upload your member/client database and they prepare, proof and send your communication to your client, releasing you and your team to focus on acquisition rather than administration.

The amount of time saved is massive with a high impact on your brand and productivity.

### 5. Outsourced printed membership communication management saves money on postage – £30,000

Discounts for volume is something that can help you save a lot of money. At Romax we work with many membership organisations, reducing their postage costs substantially for both UK and Overseas postage.

By making recommendations to Sadler's Wells we demonstrated an average saving of £7,500 in postage alone for every brochure season mailing, that meant an annual saving of over £30k.

Of course, the discount depends on multiple factors such as the type of letter or welcome pack, weight, volume, etc. but we are here to help guide you through that complexity. **R**

**References:** Royal Mail Market Reach

Are you afraid to run a Direct Marketing Campaign because you don't know how to measure it? When you use the digital channel it appears easy to find the conversion path of a visitor from a website, and understand the impact of the campaign, but how does offline measurement work?

With the recent re-birth of printed communication, launching a direct mail campaign is a must. This statement is not because we've producing direct marketing for 20 years, it is because there are studies that confirm that the impact of printed communication increases the overall campaign ROI up to 20%.

But it's not only about the responses and facts, it's about the engagement also. A recent survey from Bauer Media US shows that "87 of readers said they found themselves more engaged when reading a print magazine". Moreover, print material left a deeper footprint on the brain, involved more emotional processing and produce more brain responses connected to our internal feelings, suggesting we "internalise" adverts, giving them greater resonance.

How can you persuade your Head of Marketing to include a DM campaign? Or your agency client? The answer is: with facts.

## Here are 3 ways to measure your Direct Marketing Campaign:

### 1. Include a measurable way to contact you.

Including certain ways for your clients to communicate with you, that you only include in your printed communication, such as a specific link to a landing page that it's different from other channels: an email or telephone number different to your other campaign so you can measure calls, including a code that your client can mention or use on your website is a good practice also. Using a different code for every type of customer helps you to track the impact in your communication across each data segment.

Using the technology as an ally, include a QR code to redirect to your website quickly. With these techniques you will have the metrics for website visitors, actions are taken on your landing page, email or telephone calls received, and calculate the conversion rate for your direct mail piece.

# 3 Ways to measure your Direct Marketing Campaign

### 2. Control groups

If you are targeting your client database, you can send your print communication to a group of them and compare the response rate of whom haven't received. You can track a third group who have received both email and mail also.

For a higher Direct Mail result, we recommend including a personalised communication. Sending the same communication template but changing text or image depending on your client's profile or purchase behaviours; such as past purchase or personal income. The data management gives your database socio-demographic profile and helps to reduce the printing cost.

### 3. Create a unique offer

Digital marketers are used to developing exclusive online campaigns, such as launching a new product that so that it sells on the website only, why you don't incorporate this philosophy into direct marketing. Creating a unique offer that your customers can receive only by the

printed communication will give you the exact response for the piece that you have sent. You can re-launch a product, sell a group of products or services or offer a discount.

If you would like to include the direct mail in your campaign, you can create a particular offer to recipients via the letter or postcard, why not add a free shipment for those quoting a specific code mentioned on the DM?

In both, you can track the response to the number of enquiries received or products sold, the amount of the purchase.

## Considerations

Direct mail has a collateral impact on your brand. At a time when online channels are losing credibility thanks to "fake" news, printing is playing a vital role giving brands the "trust" factor. Consider the qualitative ways to measure your direct marketing campaign and their impact in the long-term. **R**

