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# ROMAX™

ISSUE 5





**“AROUND  
1.5 MILLION  
PEOPLE MOVE  
EVERY YEAR”**

# To clean or not to clean – that is the question...



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Ian has worked in the Communication Industry for over 15 years. He has vast experience in data management and processing. His passion is to produce accurate and clean client data as the starting point of a well thought through and successful communication campaign. Ian brings his consultative methodology to further help our clients understand where we can add value to their data.

At Romax we are of the belief that less is more. Why send your personalised direct mail campaigns to incorrect addresses? It really does defeat the object of what you are trying to achieve.

Around 1.5 million people move house each year and over 500,000 people unfortunately pass away. This level of constant change can lead to data decaying at rates of over 30% per year for some organisations. The Office of National Statistics estimate up to 110 items of mail can be sent to the deceased in the 12 months after their death.

Sending mail to people who have died or moved house is more than just a waste of printing and postage costs. When a business chooses to send mail without removing these recipients the only message being communicated is 'the brand does not care about its customers'. Relatives of the deceased or new occupants are of course highly likely to see the brand negatively when they receive this type of mail.

By removing the inevitably unresponsive records from the mail file, response rates are likely to increase and the overall cost of the campaign can be reduced as savings are made on the printing, enclosing and postage costs.

Options also to look at relocation files is a very good idea, if a customer moves it makes sense if they have an affinity to your brand to follow them to their new address. Cost of acquisition is far more than retention. So this offers an extremely cost effective solution.

Of course, then we mention GDPR and the responsibility of the data owner to take all reasonable steps to ensure all personal information kept on record is regularly screened and updated or deleted. Using a bureau service such as ours will ensure you are taking this responsibility seriously along with our audit reports which can act as evidence of this.

Romax offer all the major data suppression files for the UK, in our market leading data processing solution. This allows us to simply run an audit onsite, so your data isn't being given to 3rd parties and so not losing control of your data. A free health check on your data will be returned to show the results and how we can improve your data.

In summary we are of the opinion of why wouldn't you? Mailing costs are reduced, and data is improved all resulting in better ROI on your Direct Mail campaign.

Contact us to arrange your FREE data Audit and 18 Page Report.

# Communicating the Single Customer View



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## SUCCESSFUL ORGANISATIONS ARE BUILT ON SUCCESSFUL COMMUNICATION

Successful Communication is only achievable through a well-managed deliberate process. Organisations may have data that allows them a Single Customer View of their activities, but how do you ensure that all of your data driven customer communication that originates from each area of the business remains relevant and on brand?

## BRAND SAFEGUARDING

All organisations struggle to stay on brand across a multitude of communication platforms. There are often compromises to be made from an operational viewpoint, and employees will not always communicate the business following brand guidelines. Damage limitation is key to this process and finding a way to improve the way your brand is communicated that is manageable, easily updated and scalable is every business' Nirvana!

## CUSTOMER JOURNEY

All marketing professionals know that to convert a new consumer customer can take an average of approx. 8 touch points before an enquiry is made. Converting that lead into a customer and then retaining that customer also needs a clearly defined brand focussed communication plan.

Winning the business is only the start. All new clients go through an onboarding process, the more complicated the service the more critical that process is. Ensuring that your clients see this 'honeymoon' process as well-managed, slick and communicated professionally, will further endorse and congratulate their own decision to choose you. This will make onward recommendations of your brand more favourable.

All new products or services should be properly introduced to the new subscriber, making them feel satisfied with their choice. To 'Under Promise and Over Deliver' is always the way to make your brand shine out. Promising what you can't deliver will burn the bridge of you new relationship immediately, undoing all that hard work in marketing and sales to win it in the first place.

## POST-SALE CUSTOMER TOUCH POINTS

Those often forgotten but vital communications during the customer journey that can enhance – or damage – your brand affecting the longevity of your customer life. All too often a brand is damaged by poor presentation across operational departments – presenting a different message to Sales and Marketing. Keeping these messages on brand across all of your data driven communications very often requires a service provider that is responsible for it.

Modern customers want a business that is above reproach, transparent and focussed on their personal needs, customers want to be seen as both unique and on trend. Your

business needs to be aware that to win and retain their loyalty it is the business that must demonstrate, through their brand and communication, your brands loyalty to them. What is your brand doing for your customer? How do you keep that message communicated at every touch point and allow for two-way communication. Provide feedback loops via data centres that allow your clients to interact and improve their own experience as well as providing you with invaluable business intelligence data.

To ensure that data driven customer communication is structured, consistent and driven by the vision of your organisation (rather than for it to be diluted) across departments, your business needs to complete a review of your communication platforms with a view to aligning them all to the central goals of the business.

From our experience working with many clients this can be a challenging but hugely beneficial process. Streamlining communication and safeguarding your brand, keeping it on message through an experienced communication management company will reduce your work and improve your results.



# Age Groups and Lifestyle



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How should your marketing activity change around Age Groups and Lifestyle?

## FLEDGELINGS

ADULTS LIVING IN THE HOME OF THEIR PATENTS  
3 MILLION IN THE UK - 52% AGE 18-24

It's easy to assume that as digital natives engrossed in social activities, that Fledglings don't engage with mail. Fledgelings generally have far fewer responsibilities than other age groups. They have the need for social interaction and digital communication tools - particularly smartphones - which are central to their lives. Not surprisingly, Fledglings spend more time online than all other media combined, however this does create an untapped opportunity for non-digital cut-through.

Some useful tips to incorporate Direct Marketing in a campaign for Fledgelings

- Make it clear that this item is for them, not their parents.
- Personalised Mail and age-appropriate style with correct tone of voice leads to a higher open rate.
- Clear call to action, help them use it by guiding them through any next steps.
- Encourage sharing on social media and make it easy to respond through all channels.

## SHARERS

ADULTS LIVING IN SHARED ACCOMMODATION  
WITH OTHER ADULTS  
1.9 MILLION IN THE UK - 51% AGE 18-24

Like Fledglings, Sharers report receiving low levels of addressed mail, however, they are more likely to find mail memorable and to trust printed material more than the Internet.

Sharers are the heaviest users of unaddressed mail with 8.2% of them saying they bought or ordered something as a result of receiving unaddressed mail, 9% tried a new product and 19.8% used a voucher or coupon delivered by this method.

Tips for a Direct Marketing Campaign for Sharers

- Create personalised and visual mail that stands out. Reflect the life they want to live.
- Creative, well-designed mail that matches these characteristics is more likely to cut through and build brand equity. Mail that offers them value, such as coupons for new products or experiences, is likely to be well-received.
- Consider door drops. As young adults, Sharers are only beginning to show up on databases. But they respond to unaddressed mail, which you can use effectively for multi-person households and, if they have a response mechanism, to build profiles.

## COUPLES

WITH NO CHILDREN  
6.4 MILLION IN THE UK - 36% AGE  
18-34 - 47% AGE 35-54

Couples - like Sharers - are more likely than the sample to say they don't know who takes responsibility for managing the mail. 22% of them visited a store as a result of receiving addressed mail, 26% bought or ordered something and 16% requested more information online.

Tips on Direct Marketing Campaigns for Couples

- Couples engage with their home and consider new products and services, unaddressed mail can have a significant impact.
- Mail may take a shorter journey around a couple's home. Mail imagery needs to be strong to demand attention and digital response mechanisms should be included.

- Be clear about what the mail is for and what you want Couples to do with it.
- Door drops by local businesses or localised operations of larger companies are likely to resonate.

## YOUNG FAMILIES

ONE OR MORE CHILDREN  
8.5 MILLION IN THE UK - 69% AGE 25-44

It's no surprise that Young Families embrace mail. They begin to receive more - they start new relationships with companies, retailers, health and local community organisations - and engage with it more. More than 30% of them bought or ordered something because of receiving addressed Direct Mail, over 23% are more likely to have referred to mail whilst online and 24% are more likely to go online to make an enquiry/request for more information as a result of receiving Mail.

Tips on Direct Marketing Campaigns for Young Families

- As parents, they want to do the best for their children. They are especially focused on areas like health, nutrition, early years development, as well as finding value for money.
- Young Families are often busy. Mail that simply and clearly expresses benefits and response mechanisms is likely to be well-regarded.
- They are practical and focused on their parental roles, so content is likely to be more important than design. Clear digital response mechanisms make it easy for them.
- Vouchers are appreciated because Young Families are often tight for money and allow immediate redemption.

## OLDER FAMILIES

AT LEAST ONE CHILD IN SECONDARY  
SCHOOL LIVING AT HOME  
3.7 MILLION IN THE UK - 63% 35-54

In most areas, Older Families are above average in their actions and response to mail. They buy or order as a result of it, go to stores because of it, file it, refer to it, follow up any queries using phone or Internet, and use the vouchers it provides.

Tips on Direct Marketing Campaigns for Older Families

- Mail is more "communal" and often shared or displayed to be actioned or discussed by more than one family member. Content and design should recognise this.
- Older Families may be financially hard-pressed. Value messages and offers are likely to resonate with this group.



- Mail is used to evaluate – and evangelise – brands. Designed for parents is also seen and noticed by their children.
- It informs and drives digital response and action. Older Families over-index on digital response channels, so mail that highlights easy-to-use digital response mechanisms are likely to be considered.

#### EMPTY NESTERS

NO LONGER HAVE CHILDREN LIVING AT HOME

10 MILLION IN THE UK - 67% 55-74

Empty Nesters are more likely than previous groups to watch broadcast TV, read newspapers, and spend significantly on DIY. Without the costs and responsibilities of dependent children and relatively unencumbered with age-related health limitations, they have the money, time and energy to reward themselves.

#### Tips for Direct Marketing Campaigns to Empty Nesters

- They like longer form copy and take the time to read it – often more than once.
- Address mail in a manner that is personal

and respectful and doesn't condescend.

- Empty Nesters prefer to receive Mail as individuals where it empowers their ability to make choices.
- Their children may not live at home, but Empty Nesters may feel a sense of responsibility for other adults, including relatives from the previous generation.

#### OLDER RETIREES

SINGLES OR COUPLES WITH PENSIONS

OR INVESTMENT AS AN INCOME

6 MILLION IN THE UK

Four out of five Older Retirees agree that post is part of their daily routine, and they are more likely to say that they open mail immediately. They have the highest propensity to buy or order something in response to mail (38%) so, the opportunity to use Direct Mail to increase the campaign impact is high.

#### Tips for Direct Marketing Campaign to Older Retirees

- They appreciate a longer copy – and have the time to read it – and the more

traditional rules of grammar.

- Older Retirees tends to live off a fixed income, so mail that offers value and/or discounts will resonate.
- Many Older Retirees may live alone, either through bereavement or the ill-health of their partner. It is important to be sensitive to this possibility.
- Older Retirees are more likely to respond by post, but not exclusively so they use all available channels.

#### CONCLUSION

Every group has their own characteristics and responds differently to every type of direct mail and campaign. The common factors for success in a direct mail campaign relate to accurate data processing. It will allow you to reduce cost and increase ROI. A targeted campaign, both to groups and with core messages including personalised content and image will increase your ROI.

Contact the Romax Team for advice on your next Direct Marketing campaign.



# ROMAX Employee Focus

PROVIDING OUR CLIENTS WITH EFFICIENT AND PROFESSIONAL COMMUNICATION MANAGEMENT REQUIRES A SKILLED AND PROACTIVE WORKFORCE. OUR TEAM IS MOTIVATED AND PROUD OF WORKING FOR ROMAX. THE OFTEN "UNSUNG HEROES" ARE THOSE IN THE OPERATIONS TEAMS. THESE ARE THE WOMEN AND MEN THAT PRODUCE YOUR CAMPAIGNS. WE WANTED TO SHOWCASE THESE SPECIAL PEOPLE THAT SAFEGUARD YOUR BRAND AND GIVE YOU A LITTLE INSIGHT INTO THE ROLES THEY PLAY IN PRODUCING YOUR WORK.

## **PATRICIA SOARDS**

Job Role: Senior Production Supervisor

**KEY ROLE** – Along with a fellow supervisor, Pat oversees the print finishing and mail fulfilment teams, keeping workflow smooth and efficient, ensuring that all quality and security checks are made, and schedules met. So that Romax remains a safe place of work, Pat is also one of our qualified first aiders.

**LENGTH OF SERVICE** – 19 years (Editor's Comment: 'and looks as good today as she did then!')

**AGE** – "Not telling, but old enough to remember when Robin (our MD) was a young man, thought a goatee was 'cool' and still knew how to operate enclosing equipment!" (He's not allowed near them now!)

**Why is Pat a Super Hero?**

When a solution is needed that requires a pragmatic and practical solution she is the 'go to' person. If a Rubic's cube could be solved just by looking at it, Pat could do it, present the problem and she sees the solution.

**Why else does Pat shine out?**

Pat 'The Fixer' Soards can mend anything. 'Bob the Builder' was her apprentice! Between her, 'Batman' and 'Bob' it's not clear who has the most enviable utility belt!

**'The Boss' Comments**

Pat is a highly regarded member of my staff, we have worked together for many years (pre and post my facial hair!) and I value her input and regularly seek out her expertise over those more complicated jobs that we have a reputation for managing so well. Pat as well as her colleagues provide me and our client facing teams the confidence that anything is possible – and it usually is!



# Romax supporting

**KENT** SCOUTS **BIG** CARDBOARD SLEEP OUT for Porchlight 

Beavers, Cubs, Scouts and Explorers are joining forces to tackle homelessness in Kent this October. They're going to hold the Kent Scouts Big Cardboard Sleep Out for Porchlight - possibly the biggest sponsored sleep out the county has ever seen. Between 2,500 and 3,500 Beavers, Cubs, Scouts and Explorers will put themselves in the shoes of someone who's homeless by sleeping outside with nothing but cardboard for protection.

Porchlight guarantees it to be both fun and cold. Romax is very proud to sponsor the sleep out happening on Friday, 12 October. It is hard to appreciate what homeless people must go through every single day - this goes some way to understanding.



## ROMAX – SPECIALISTS IN DATA DRIVEN COMMUNICATION MANAGEMENT



DATA  
MANAGEMENT



CROSS  
MEDIA



DESIGN &  
PRINTING



DIRECT  
MAIL



DIRECT  
MARKETING



DISTRIBUTION &  
DELIVERY

## SOME OF THE ORGANISATIONS WHO WORK WITH ROMAX

