



DIRECT MAIL REVISITED

By Tina MacNicholl

It's hard to deny that email marketing has become the mode of choice for most marketers: it's cost-effective, fast, offers the option of having terrific analytics, and delivers high ROI. Many companies that previously used direct mail gave up on that route altogether and instead have converted entirely over to email.

But there's still a lot to be said for the use of direct mail, not necessarily in place of email marketing, but in conjunction with it.

Why should you consider using direct mail as part of your overall marketing campaign? Consider this:

- **Pass-Through:** If an email address is no longer good, that email bounces. If a person has moved from a given mailing address, someone else has moved in and becomes a potential customer who is now looking at your postcard or catalogue.
- **Stickiness:** An email customer may find himself or herself uninterested in a particular emailing, and clicks away. But direct mail does not always automatically get tossed; it may stay in the kitchen for a time, other family members or household visitors may look at it, and even the recipient may give it another glance.
- **Volume:** It may be a good time to reconsider doing direct mail in the light of all the email marketing going on these days ... because with the volume of email subscribers received, it's easy for an email to get ignored. Direct mail (especially now that mailboxes are emptying out) is much harder to ignore.



The very tangibility of direct mail makes it an attractive choice for marketers wishing to add a special element to their overall marketing strategy. Choosing direct mail for a seasonal or special sale in conjunction with other interactive marketing initiatives will allow you to reach all customers—not just those who feel at ease online—and will make a splash even with those who usually read the emails you send.

There's never been a better time to use a marketing mix and revisit direct mail!