

The Role of Direct Mail in a Digital World

Presented by:

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Franklin Madison



What is Direct Mail in a Digital World?



Direct Mail Reaches Audiences Differently



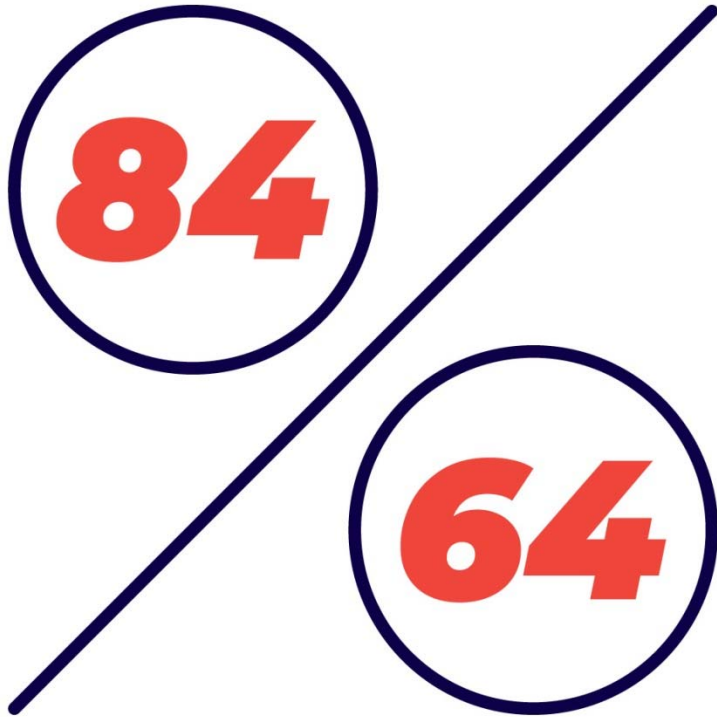
Tactile
Physical
Personal
Tangible





Myth 1: Millennials only do digital





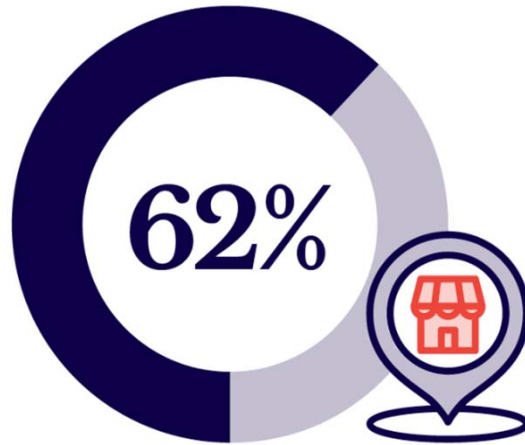
84% of millennials look through their mail

64% prefer physical mail compared to digital



Source: Lending Science & USPS





62% of millennials have visited a store “in the past month” based on physical mail.



Source: USPS, Office of Inspector General





Myth 2: No one reads mail anymore





98%

98% of people check their mail daily, and 77% sort it immediately upon receipt.



Source: USPS

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Myth 3: Direct mail is too expensive





Direct mail has a **lower cost per lead** than any other channel and the **highest conversion rate**



Source: The Online Marketing Institute



5x to **9x**

Direct mail's response rate is 5 to 9 times higher than email, paid search, or social media



Source: ANA/DMA response rate report 2018

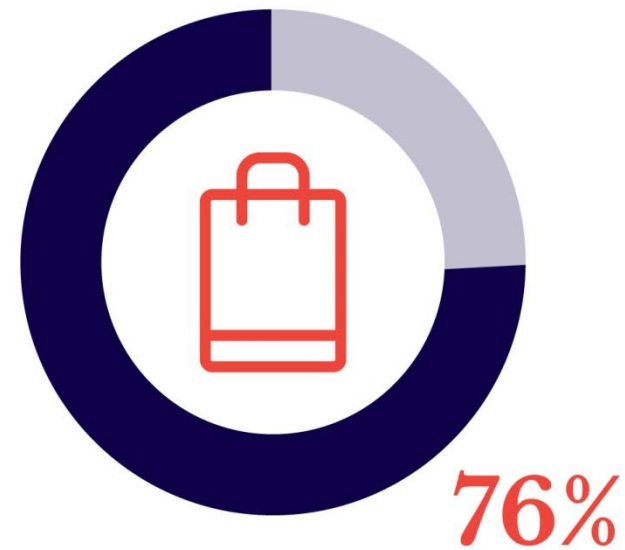




Myth 4: Direct mail isn't engaging

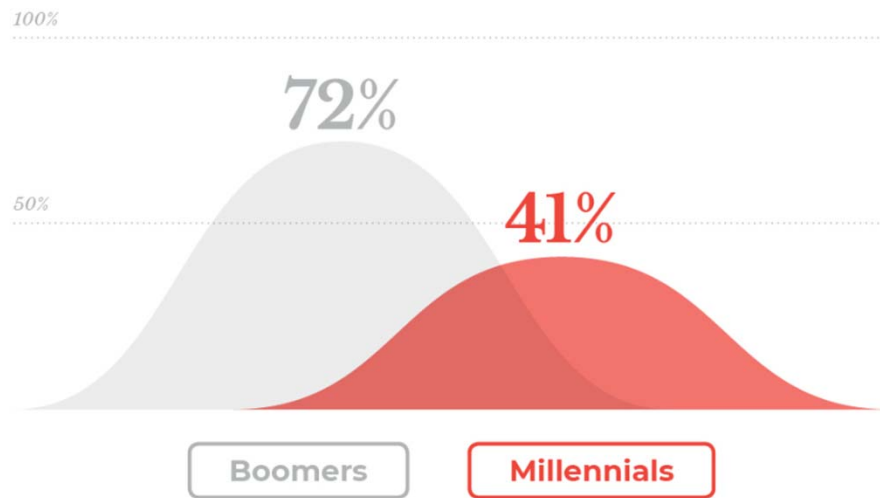


76% of consumers trust direct mail when making a purchase decision



Source: Marketing Sherpa



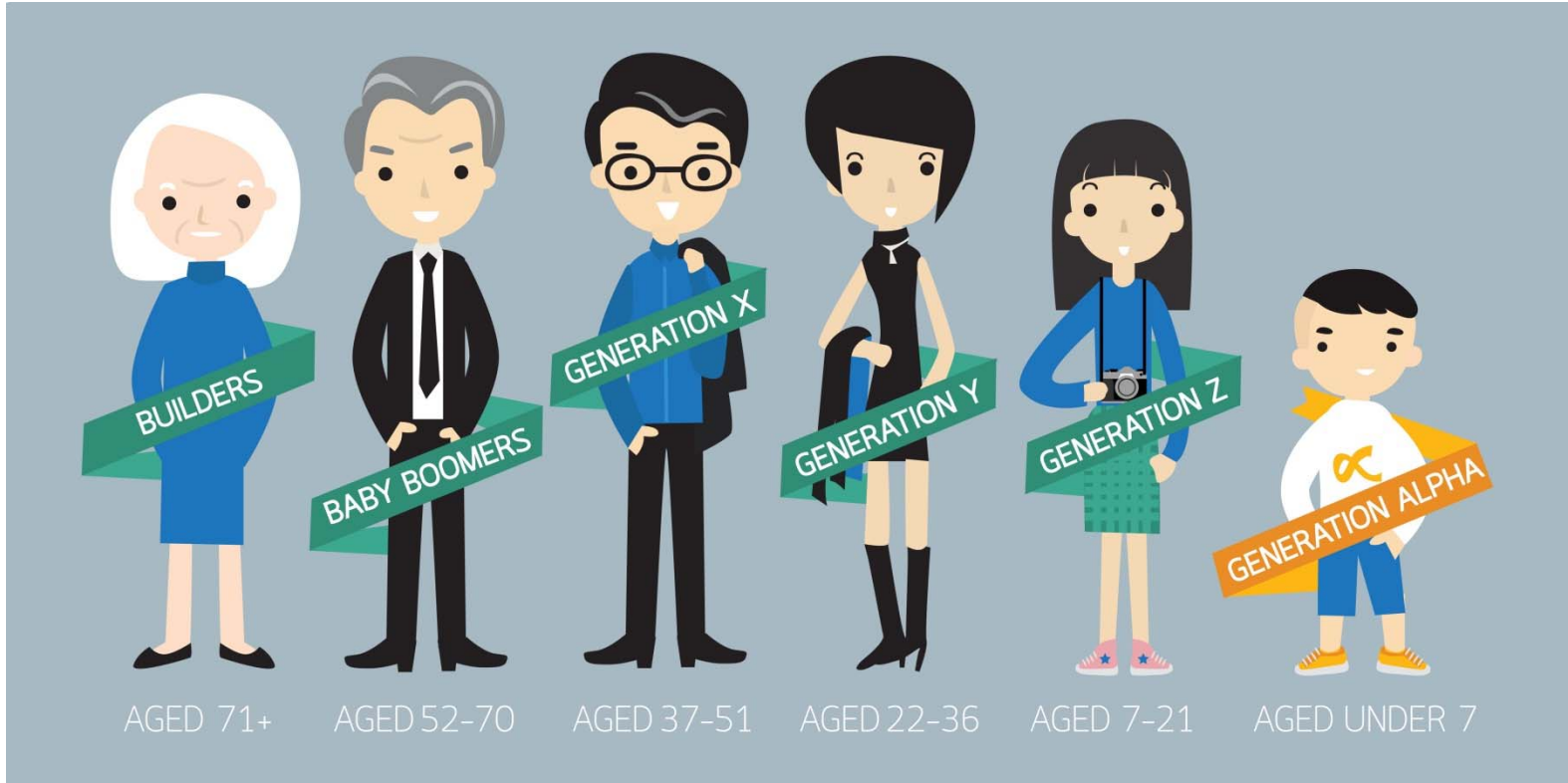


72% of baby boomers and 41% of millennials review, read, or sort mail at least 6 times a week.



Source: USPS, Office of Inspector General





Engaging Millennials



36% of people
under 30 ***look
forward*** to
checking their mail^{*}

66% of direct mail
is opened^{**}



**Source: Forbes, 8/2017*

***Source: Target Marketing, 6/2017*

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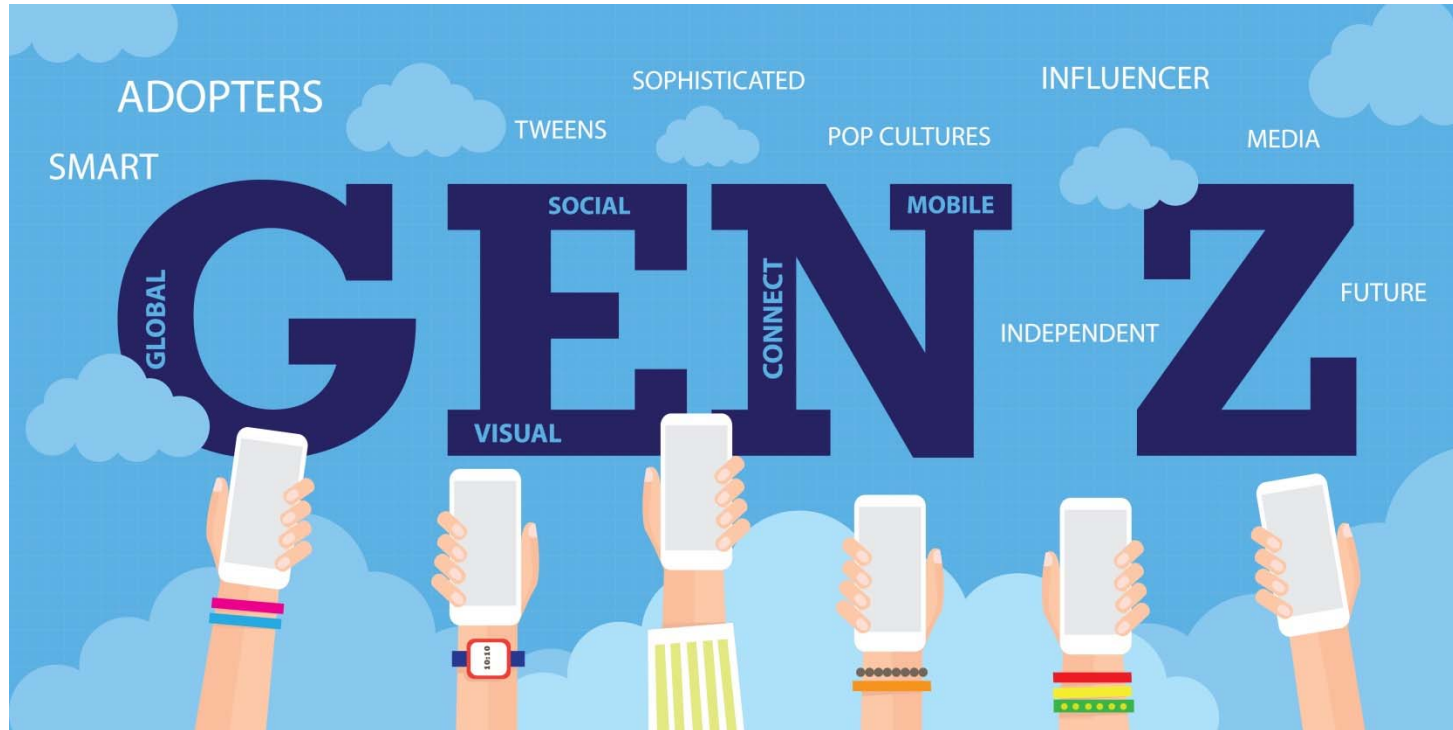
64% of millennials would rather scan physical mail vs. email for information

Emerging trends show that the iGen is also responsive to direct mail



Source: USPS







Doing Direct Mail Right



- ❖ Yes, it costs more
- ❖ But, focus on ROI
- ❖ In the end, the key metric is cost per response



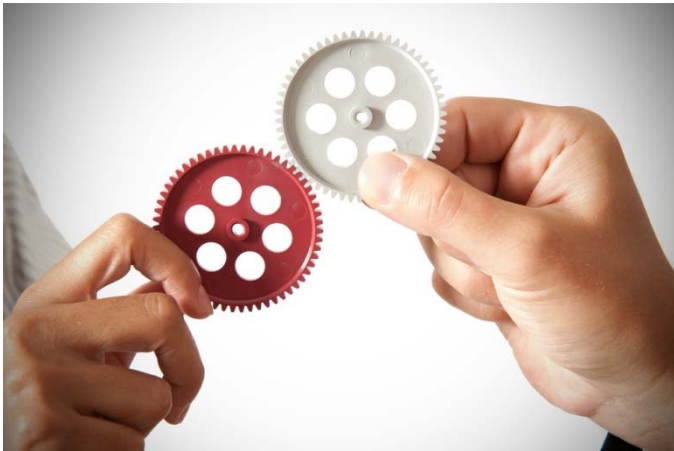
The Basics:

- ❖ Don't have a one-channel strategy
- ❖ Keep it simple and straightforward
- ❖ Build a seamless consumer experience

- ❖ Test and refine your marketing



The Right Partner Can Determine Success



- ❖ Develop straightforward creatives
- ❖ Use data to ensure relevant solutions are presented, with a drive to action
- ❖ Showcase your brand





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Direct and Digital Working Together

- ❖ 20K-30K member credit union in the Southeast
- ❖ Used a multi-touch direct mail and digital program to onboard members
- ❖ 4,210% ROI
- ❖ Over \$200K in new income



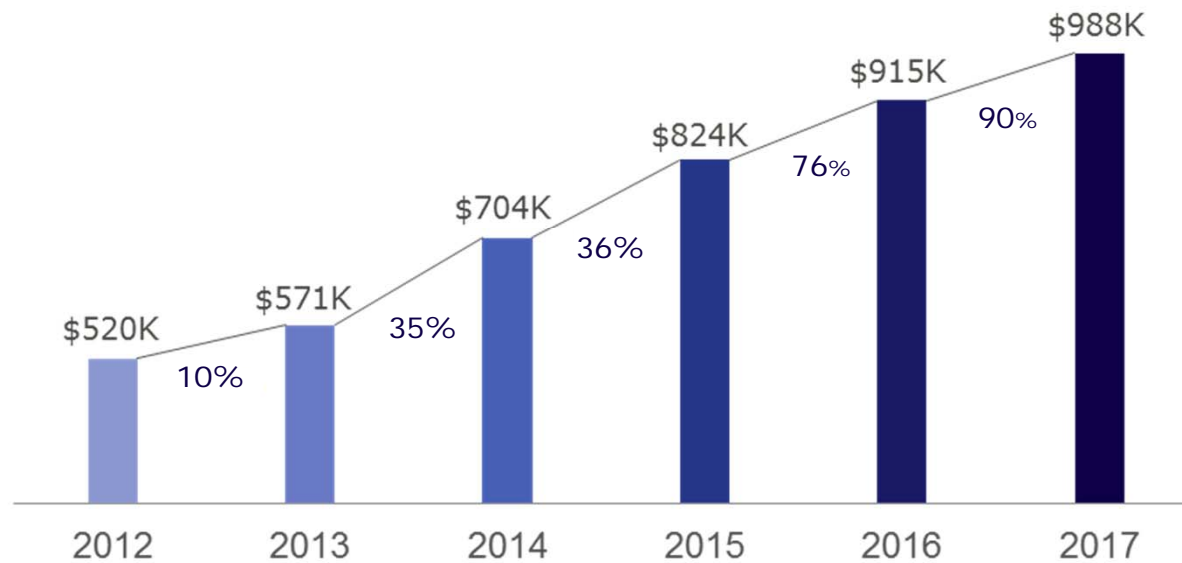
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\$468K
5 Year Growth
Premium

90%
5 Year Growth
Increase

100K-250K member credit union in the southeast Mail years showcased: 2012-2017



Upcoming NAFCU-Sponsored Webinar



Thursday, June 27

12:00 pm ET/1:00 pm CT

***The role of direct mail
in a digital world***



15 Years Ago



Sigh! Letters



Today



OMG! A Letter



Thank you



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