





Questions?
Call Us! 215-464-0111
Erik Fornica
Eileen Sweeney

How to Integrate Digital & Direct Marketing



Today's Presenters

 **Erik Fornica**
Marketing Solutions Specialist

 **Eileen Sweeney**
Marketing Director

Agenda

- 1. Digital Marketing
- 2. Direct Marketing
- 3. Integration of Digital & Direct Marketing
- 4. Q&A

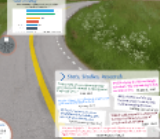




How to Integrate Digital & Direct Marketing

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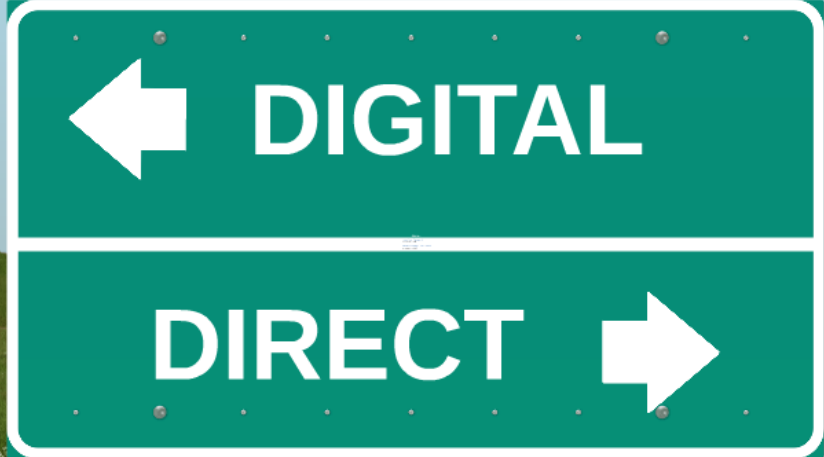
Agenda

- DIGITAL DIRECT?
- WHAT'S TRENDING?
- HOW TO START?

Today's Presenters

 Erik Formica
Marketing Solutions Specialist

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Marketing Director





Today's Presenters



Erik Formica
Marketing Solutions Specialist



Eileen Sweeney
Marketing Director

> *Agenda*

DIGITAL? DIRECT?

> *why integrating both channels makes sense*

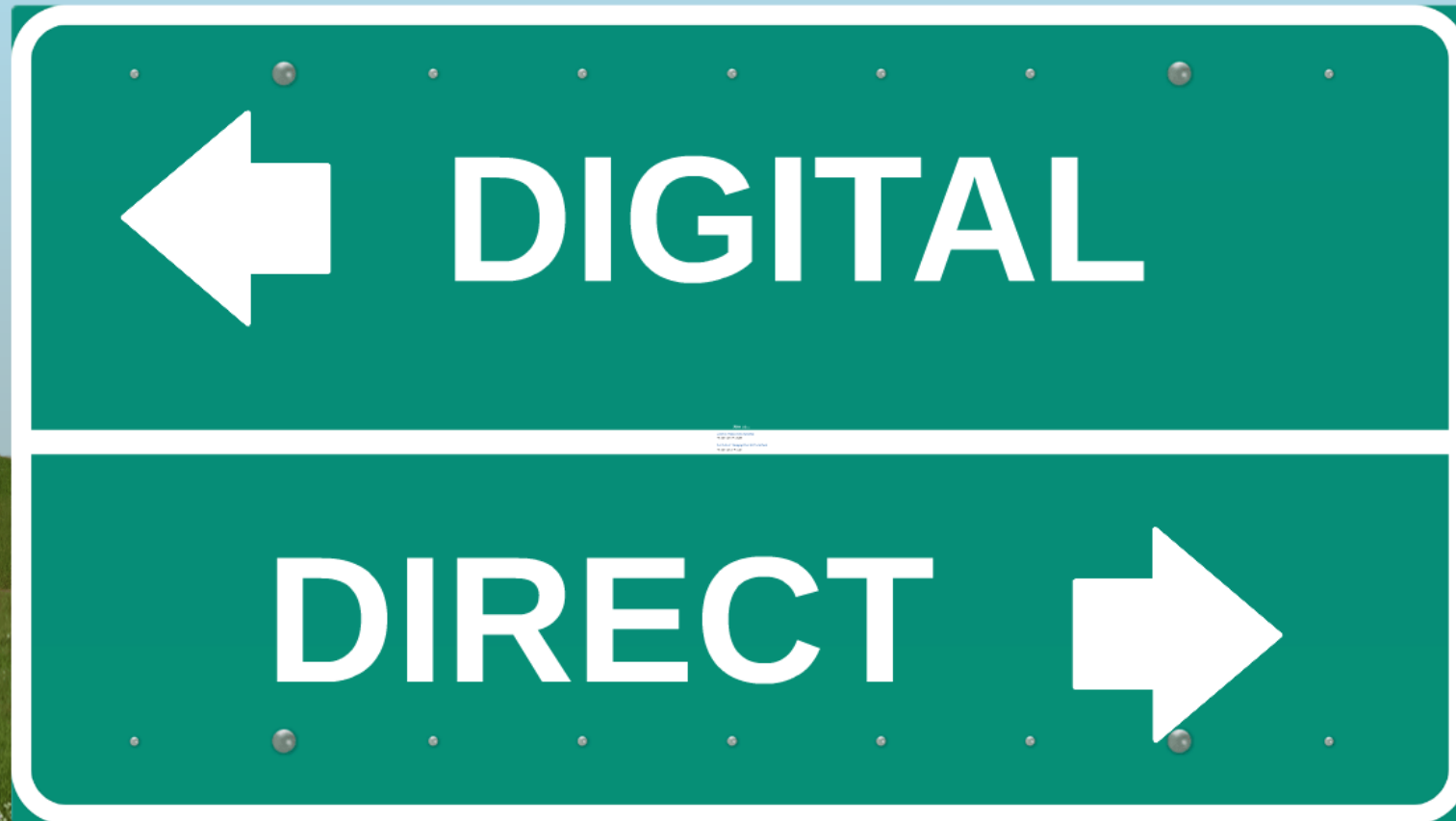
WHAT'S TRENDING?

> *how small businesses spend their marketing dollars*

HOW TO START?

> *tips & examples to begin integrating*

ate et Marketing



DIRECT

DIGITAL

> Stats, Studies, Research

70% to 80% of consumers say they open most of their **mail**, including what they label “junk.” DMA, 2015

Email is 40 times more effective at acquiring new customers than Facebook or Twitter.
McKinsey, 2017

59% of Instagram users are on the platform daily, including 35% who visit several times a day.
Pew Research Center, 2015

More than half of all U.S. shoppers still leverage print at least once a week to seek product and sales information. This is nearly 20 points higher than the next-closest digital touch point, emails.
Nielsen Research (2015)

64.6% of people click on Google ads when they are looking to buy an item online. Hubspot, 2016

84% of CEOs and VPs say they use social media to help make purchasing decisions.
webbiquity.com 2017

39% of customers try a business for the first time because of direct mail advertising.
DMA, 2015

integrate!



- symbiotic relationship
- powerful synergy
- complimentary

According to USPS...

60

60% of direct mail recipients are influenced to visit promoted websites.

They tend to spend 28% more on average, and increase online revenues by 163% of websites not supported by direct mail campaigns.

28

163



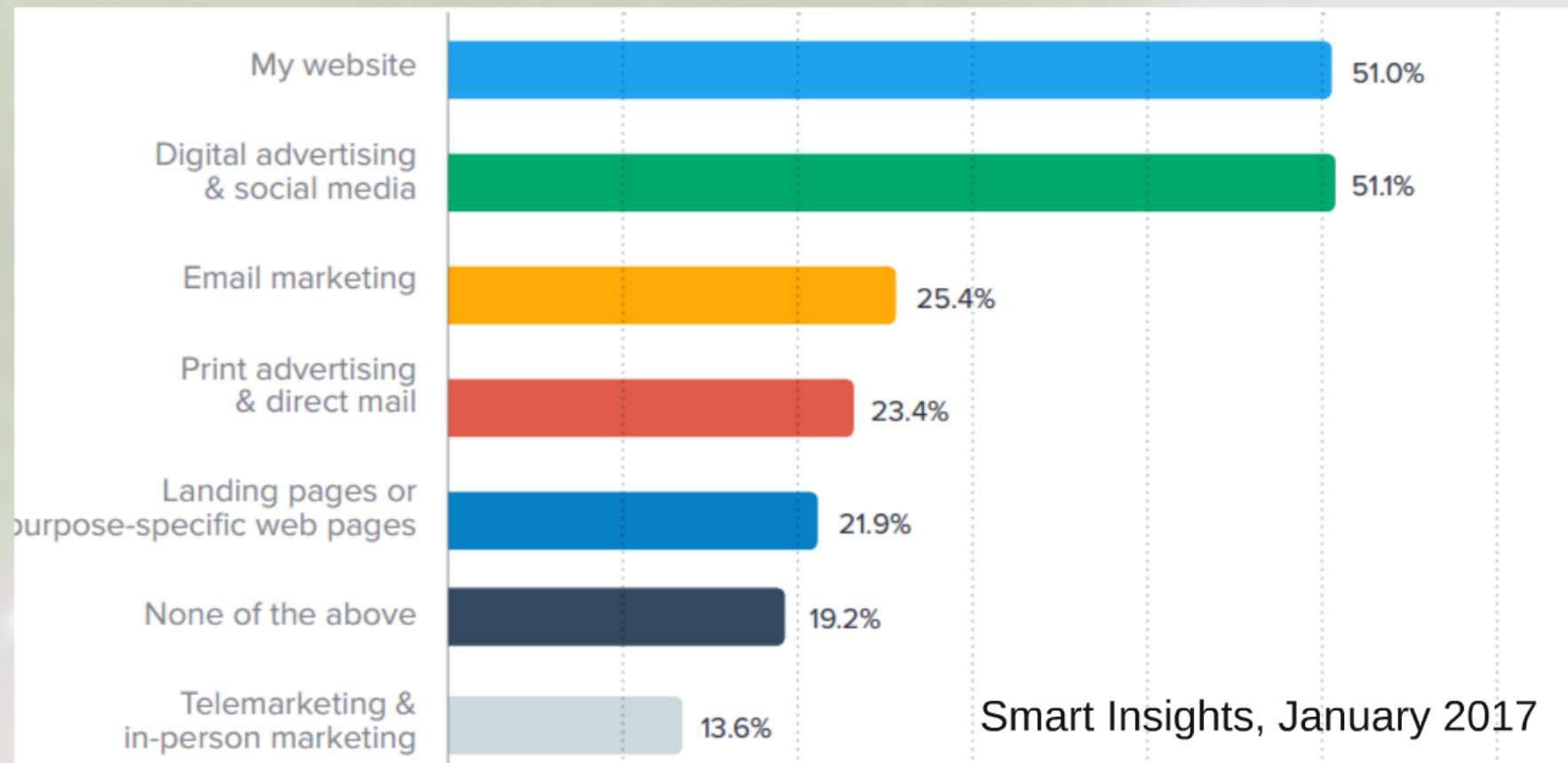
14

Only 14% of organizations say they are currently running coordinated marketing campaigns across all channels.

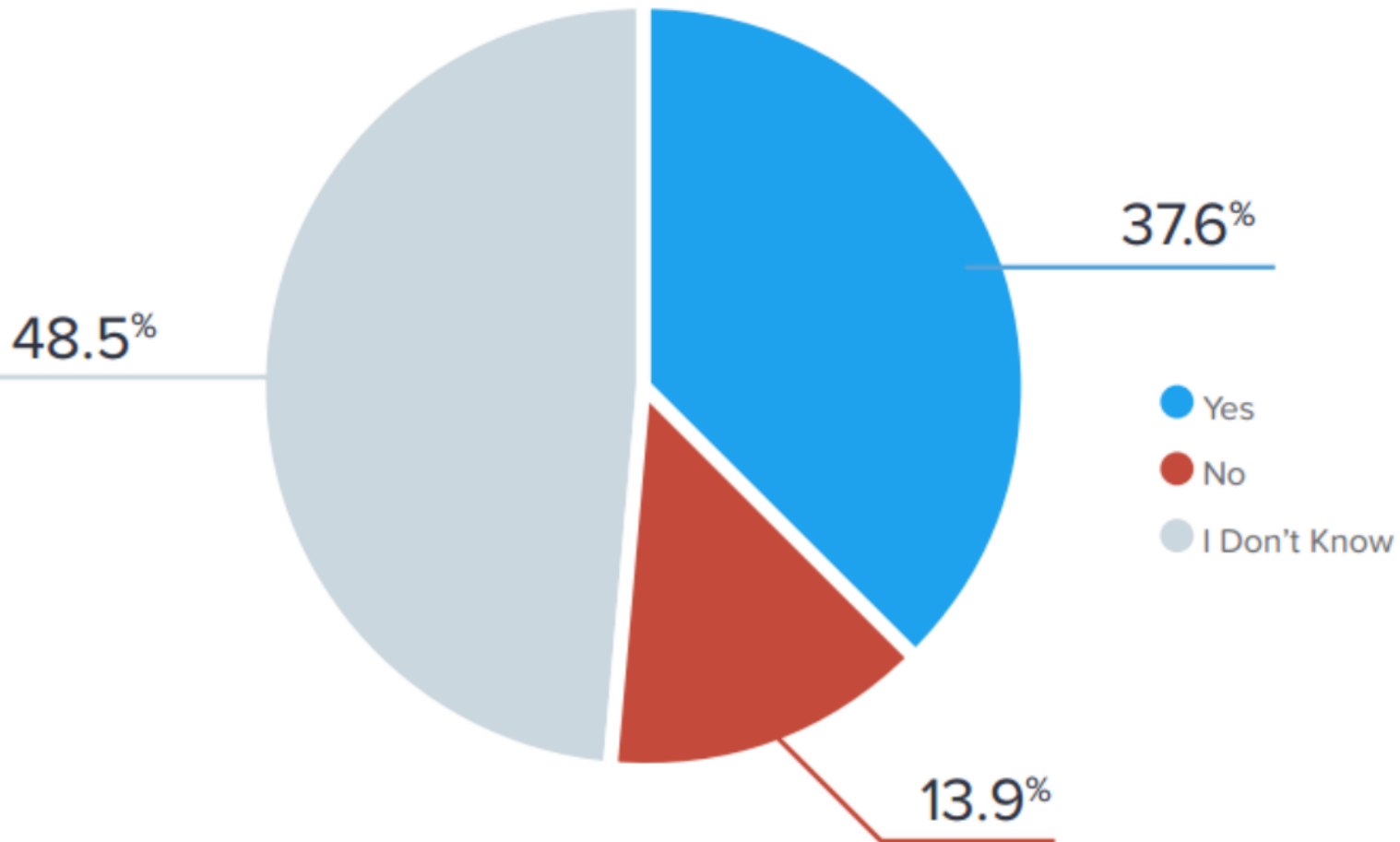
cmo.com (2016)

> *What's trending?*

What marketing channels you expect to allocate more budget for next year?



Are your marketing efforts effective?



Smart Insights, January 2017

> Expert Tip



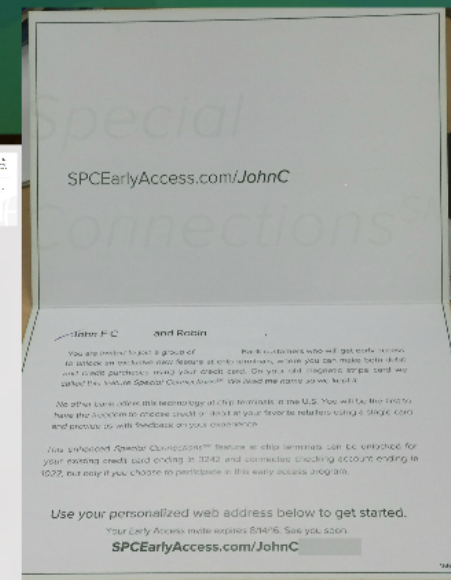
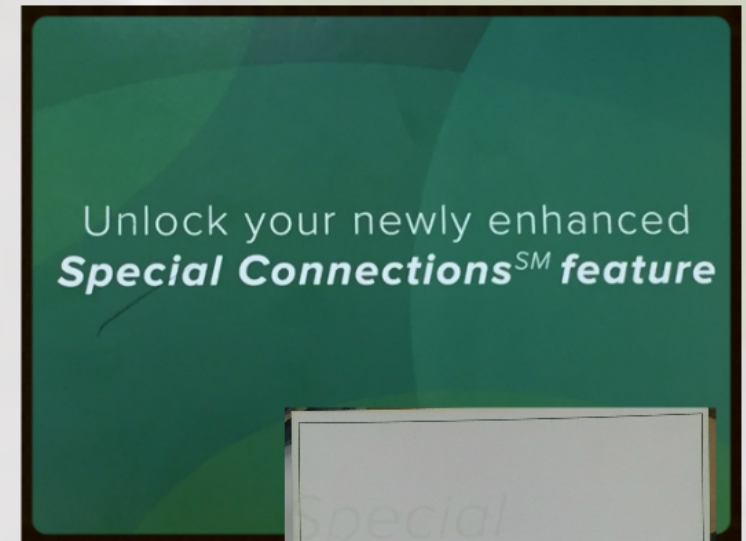
**TRACK
&
MEASURE**

1 > SIMPLE INTEGRATION

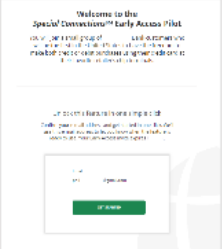
direct mail



web - PURL



Source: totaltrac case study 2016



SPCEarlyAccess.com/JohnC

John F C and Robin

You are invited to join a group of Bank customers who will get early access to unlock an exclusive new feature at chip terminals, where you can make both debit and credit purchases using your credit card. On your old magnetic stripe card we called this feature *Special Connections*SM. We liked the name so we kept it.

No other bank offers this technology at chip terminals in the U.S. You will be the first to have the freedom to choose credit or debit at your favorite retailers using a single card and provide us with feedback on your experience.

This enhanced *Special Connections*SM feature at chip terminals can be unlocked for your existing credit card ending in 3242 and connected checking account ending in 1022, but only if you choose to participate in this early access program.

Use your personalized web address below to get started.

Welcome to the *Special Connections*SM Early Access Pilot

You will join a small group of _____ Bank customers who will be the first in the United States to have the freedom to make both credit or debit purchases using their credit card at their favorite retailer's chip terminals.

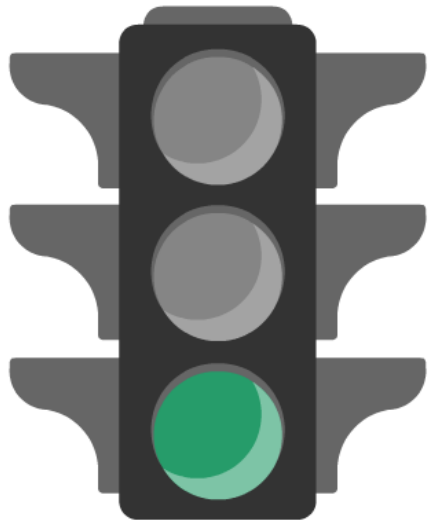
Unlock this feature in one simple click

Confirm your e-mail address and get started in one click. We'll use this e-mail address to let you know when the feature is ready to use. Your Early Access invite expires ! _____ .

Email

phil _____ @gmail.com

GET STARTED



RESULTS

10% response

90% conversion

> Expert Tip



PERSONALIZE

2 > *MEDIUM INTEGRATION*

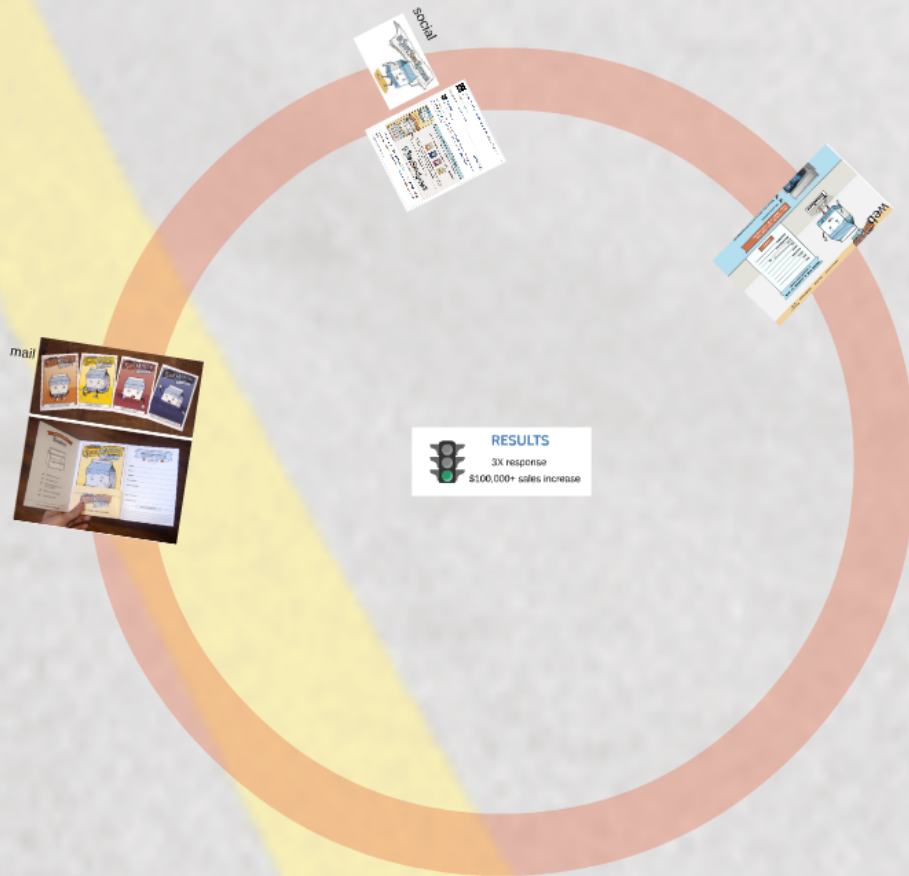
direct mail



web



social media



SOURCE: <http://ascendconcepts.com/cases/save-martin-advertising-campaign/>

mail



social



Colonial Food Service Equipment Inc. shared Traulsen's post.

October 1, 2016 · 🌐

You still have a chance to win!!



Traulsen

October 1, 2016 · 🌐

👍 Like Page

You have one more chance to win Traulsen Lunch Line equipment for your school! Enter our #SaveYourKitchen sweepstakes today: <http://bit.ly/2dtawyD>

& I'M BACK FOR MORE ADVENTURES!

LAST YEAR, I GOT STUCK IN ONE OF THOSE "OTHER" MILK COOLERS.

I BATTLED LONELINESS, MUCK, CAVE-INS, GRIME... AND MORE!

BUT WITH THE HELP OF ALL OF MY K-12 FOODSERVICE FRIENDS, I'M NOW SAFE AND COLD IN A TRAUlsen MILK COOLER. AS THANKS FOR YOUR HARD WORK, I WANT TO HELP YOU OUT, TOO! THAT'S RIGHT...

I'M ON A MISSION TO HELP YOU

#SAVEYOURKITCHEN

WITH TRAUlsen EQUIPMENT

Did you know...?

Traulsen milk coolers have:

- ✓ Top-mounted systems for easy maintenance
- ✓ Lowest access height

Traulsen 2016 Save Your Kitchen Product Giveaway

Traulsen 2016 Save Your Kitchen Product Giveaway official entry form and rules.

SAVEYOURKITCHEN.COM

web



[OUR MILK COOLER](#)

[OUR STORY](#)

[CONTEST RULES](#)

#SAVEAMARTIN



**ENTER FOR A CHANCE TO WIN
A TRAUlsen MILK COOLER**

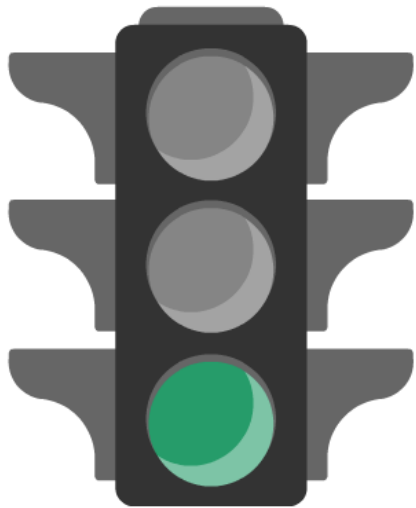
Name: _____
Email: _____
Position: _____
School Name: _____
Address: _____
City: _____
State: Zip: _____
Phone # (digits only): _____
School District: _____

SUBMIT



**BUILT STRONG FOR YOUR KIDS.
BUILT SMART FOR YOUR BUDGET.**

- 100% stainless steel cabinet
- Reinforced bottom, additionally secured by heavy-duty damage racks



RESULTS

3X response

\$100,000+ sales increase

> Expert Tip



**COHESIVE
MESSAGE**

3 > COMPLEX INTEGRATION

email



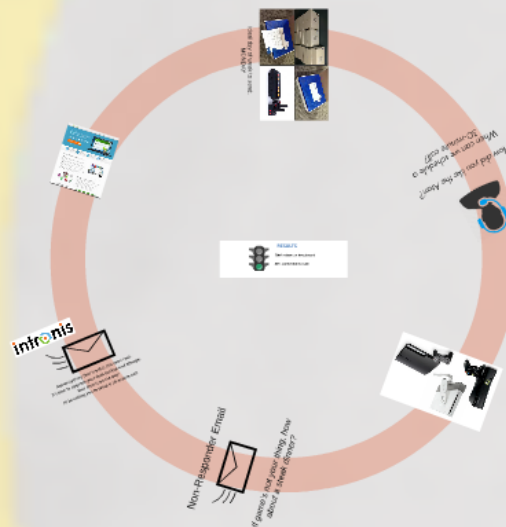
web



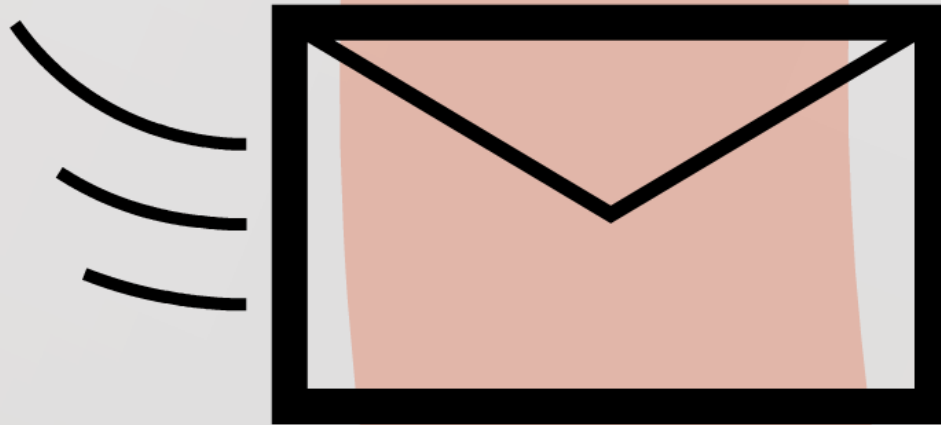
direct mail



phone



SOURCE: <https://www.marketingsherpa.com/article/case-study/direct-mail-marketing-multi-channel-approach>



*Not everything that is old is this retro cool.
It's time to upgrade your data backup and storage.
Your Atari is on the way!
I'll be calling you to setup a 30-minute call.*

Wondershare Data Recovery

Recover Lost Data Quickly, Safely and Completely



Download Now



100% Recover Safety
 Reads & writes to your hard drive non-destructively.



Support 160+ File
 formats: photos, video, word, excel, etc.



Support All Drives
 FAT and NTFS (NTFS Security Attributes, etc.)



Preview Recovered Files
 Preview and delete corrupt files before recovery.

DIY Data Recovery Made Easy & Fast

- Easy**
 With Wondershare Data Recovery, you can recover data from hard drives, partitions, soft drives, and removable drives with ease. No need to be a professional.
- Safe**
 Wondershare Data Recovery uses advanced algorithms to scan your data without any damage to your hard drive. You can preview the recovered files before recovery.
- Complete**
 Wondershare Data Recovery can recover data from various storage devices, including hard drives, partitions, soft drives, and removable drives.
 - Hard Drive Recovery** - Recover data from hard drives, partitions, and soft drives.
 - Partition Recovery** - Recover data from partitions that have been deleted or formatted.
 - Soft Drive Recovery** - Recover data from soft drives, including floppy disks and ZIP files.
 - Removable Drive Recovery** - Recover data from removable drives, including USB drives, SD cards, and external hard drives.



Recover Everything You Need

- Recover almost any file, including photos, videos, documents, spreadsheets, music, email, and website files.
- Recover data from any hard drive and external hard drive (SATA, IDE, FireWire, SCSI, etc.)
- Recover data from any partition, including FAT, NTFS, and other file systems.
- Recover data from any storage device, including hard drives, partitions, soft drives, and removable drives.
- High availability: 24/7 technical support, 30-day money-back guarantee.
- Recover data from FAT, NTFS, FAT32, HFS, and other file systems.

Preview Recoverable Files





Ideal day of week to send:
MONDAY

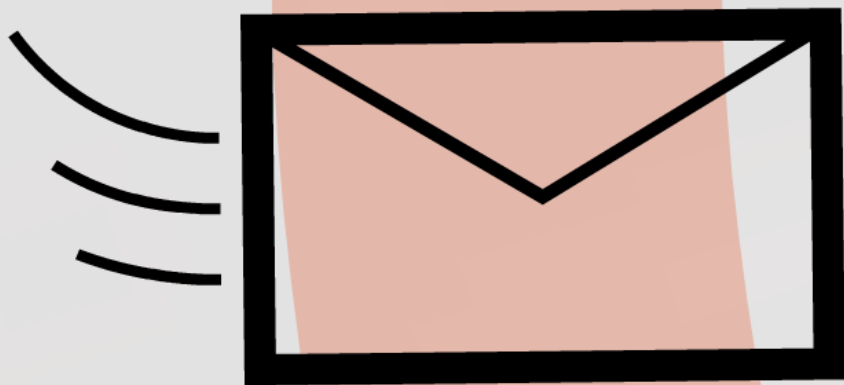


How did you like the Atari?

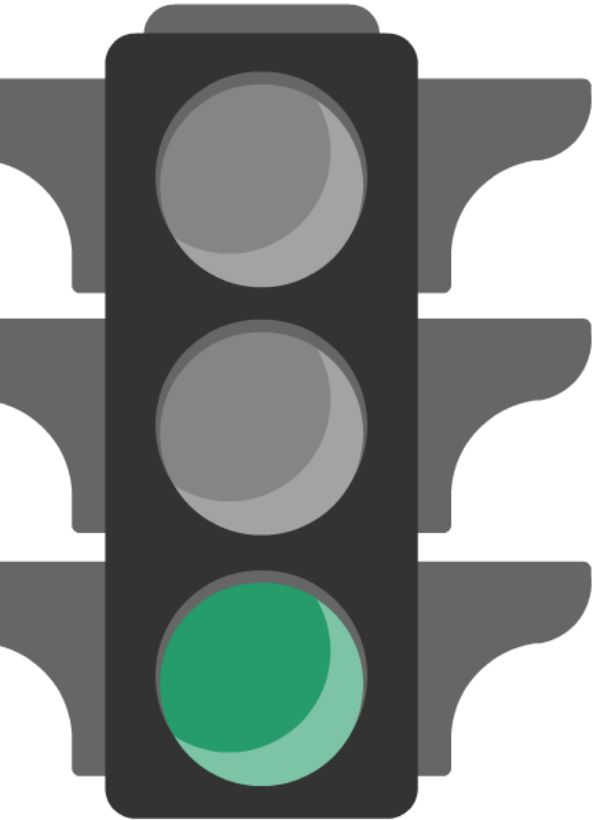
*When can we schedule a
30-minute call?*



Non-Responder Email



*If game's not your thing, how
about a steak dinner?*



RESULTS

700% return on investment

35% conversion to sale

> Expert Tip



integrate!

TRACK & MEASURE
PERSONALIZATION
COHESIVE MESSAGE
CALL TO ACTION

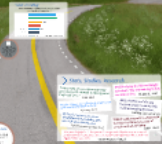




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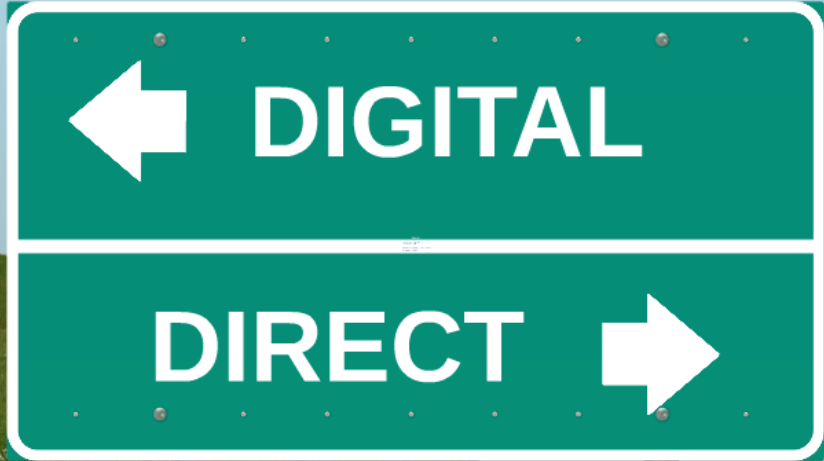
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fmiinc
MARKETING SOLUTIONS



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Join us...

totaltrac Product Demonstration

Thursday, April 6 @ 2:00pm

Next Webinar: Managing Direct Mail Postal Costs

Thursday, April 27 @ 2:00pm