

It's time to get
Brilliant



ONE TO ONE

MARKETING TIP #15


ColorPage
marketing and publishing



Direct Mail and Social Media Pair for Profitability

Direct mail and social media: the perfect pairing for profitability? Absolutely! Increasingly, ColorPage sees these two channels complementing one another in the multichannel mix. What makes them work so well together?

Consumers love social media, and the more engaged consumers are with your brand's social media efforts, the better. Higher levels of customer engagement—regardless of channel—lead to strong customer loyalty and higher long-term sales. Social media is great for that. But

print offers benefits that social media doesn't. Studies show that print's tangibility leaves a deeper footprint in consumers' brains and results in higher levels of (and more accurate) recall. When direct mail and social media are used together? Marketing dynamite!

While you might not think of direct mail and social media as being complementary, data show that they are. A recent infographic from SteamFeed, for example, shows that high percentages of social media users **use direct mail coupons** (25%), **hold on to direct mail pieces for future use** (19%), **visit a store after receiving direct mail** (15%), and **pass their direct mail pieces on to others** (10%). When brand advocates receive direct mail, they are also 50% more likely to **create or share content online**.

HOW CAN YOU CAPITALIZE ON THIS?

1.

Set up social media sites appropriate to your target audience (Facebook, Instagram, Twitter, Pinterest) and encourage customers to engage with you there. Direct sales don't work on social media, but brand building and engagement strategies do.



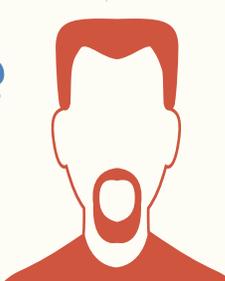
2.

Develop content that keeps these customers coming back and that will make them want to get their friends and family involved, too.



3.

Find the most active social media participants and gather not just their email addresses but also their postal addresses for future cross-channel marketing.



4.

Use social media to promote upcoming direct mail coupons and offers. Direct mail marketer Our Neighborhood Shopper, for example, encourages local families to engage with them on social media so it can alert them when their Shoppers will hit their mailboxes. This allows the Shopper to build anticipation and excitement around the promotions and deals offered by its advertisers.



5.

Cross-pollinate your social media content in your direct mail. Use quotes from reviews or posts in your direct mailers to give credibility (aka "social proof"). Use direct mail to promote social media contests or solicit stories or suggestions that will be published in future mailings, on your website or in your emails.



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Direct Mail And Social Media Can Be A Powerful Combination When Used Right.
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