



# Basically Business

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## Is Direct Mail the Answer to Reaching Millennials?

You've heard it plenty of times. You may even have asked it yourself. How do we connect with Millennials? The answer may surprise you: Direct Mail.

It may sound counterintuitive to use traditional marketing to reach digital natives, but USPS found that 80% of Millennials look forward to receiving physical mail, and 88% carefully review everything they've received.

Many assume that this generation prefers digital media, but studies find that Millennials are happy to receive catalogs, postcards and other types of targeted direct mail.

Below are four reasons this audience likes direct mail and tips for implementing them in your business.

**Print is Effective** – this audience is overwhelmed by marketing emails and other digital messages. They find direct mail more persuasive, clearer and it stands

out more because they receive less of it, less frequently. It has also been shown to generate more purchases than email.

**It Complements Other Campaigns** – direct mail serves as another channel or platform in your integrated strategy. When combined with other efforts, direct mail may impact other campaigns and lift the overall response.

**It is Eye-Catching** – be brief with text, use simple and modern graphic design, and make it attractive. Direct mail is an opportunity to set your business apart and make recipients feel special.

**It is Trackable** – you don't have to sacrifice analytics when using direct mail. Include coupon or redemption codes, a QR code, a personalized URL or send recipients to a landing page where you can track visits. This digital add-on to a physical piece

strengthens response by piquing their interest and comfort with digital outreach.

Direct mail may sound old-fashioned to some, but it's effective with Millennials, so add it to your marketing mix or test a postcard flight and watch the responses come in!

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## The Ins and Outs of Creating **Instagram-Friendly Signage**

Signage should always be part of an integrated marketing campaign, so why not have synergy by creating Instagram-worthy signage at your business that encourages user-generated content? An impactful sign will not generate hashtags but will help to attract customers and create engagement both online and offline.

A local coffee shop inspired 'grammers to make a pilgrimage and get a photo in front of the shop's cleverly worded neon sign and outdoor mural. Clearly, the store was designed with user-generated content in mind.

User-generated content, such as Instagram posts or Yelp reviews, can kick-start your e-commerce sales, give your marketing a boost and build a deeper connection with customers and prospects. A Business Insider study showed that shoppers who

engage with user-generated content are 97% more likely to make a transaction than those who don't.

Consider the following to make the most out of signage for your business:

### **Make the Signage Arresting but Relevant**

Today's customers value authenticity and brands that reflect their values. Consider the placement of your brand logo and any signature styles to create recognition online and with customers in-store—covering a wall in striking signage or slogans spelled out on walls and floors.

### **Stay True to Your Brand**

That includes your color palette, fonts and overall voice. Prominently display identifiers like your store name and your Instagram

handle or URL. The more it looks like your brand, the more long-term benefit you'll get out of it.

### **Give Your Sign Legs**

Get more bang for your buck by leveraging elements of your sign. You don't have to confine it to the actual store—a good sign image can work as the hero on your website or social media pages.

### **Placement Matters**

Even the most traffic-stopping window display is only going to get minimal play since it's harder to photograph anything behind glass. Aim to include your new signage inside your store, somewhere that won't interfere with the actual physical journey.



# Big Benefits of an Integrated Marketing Strategy



**While marketers and SMBs used to rely on the Rule of 7 to guide their outreach to consumers, today's clients and potential clients are under a constant messaging bombardment.**

Using an integrated marketing approach helps your business more effectively promote your products and services to a broader audience.

This approach means that your business communicates across all of your available channels: paid, earned or owned. Here are four reasons to use an integrated approach to your marketing strategy.

**Stay Top-of-Mind** – Consumers need to see/hear your message many times before they are ready to act. Reaching your audience on multiple channels helps ensure that they think

of you when they need your product or service.

**Consistency** – Delivering one message across all of your channels lets you build trust. One voice, tone and message help reinforce your brand.

**Reach a Wider Audience** – Working across multiple channels reaches more people. Some might not get your message from one or two platforms because they don't watch TV or open direct mail, while others are only active on websites or social media.

**Save Money** – Reuse assets, spend less on each platform, and drive consumers to a single location or use trackable data to assess which platform performs best.

## Did you know?

**Direct Marketing Services**, when done well, can far exceed a company's expectations—but when done poorly, can be disastrously disappointing. Executional gaffes that can quickly derail your marketing results include: dated or unprofessional design, mistargeted mailing lists, insufficient personalization, and failure to track campaign returns. If you're haunted by any of these costly missteps, call Sir Speedy today. We have all the resources you need to create, execute and manage a successful direct marketing campaign. We can help you drive sales, boost loyalty and maximize ROI. Whether you need mailing list acquisition, data-management services, or printmail support, Sir Speedy is your direct source for print-mail marketing expertise, including personalized URLs, trackable 800 numbers, email marketing and more. It's direct marketing, done right. Check us out today.



 **marketingtango**  
THE RHYTHM OF INTEGRATED MARKETING

MarketingTango is a blog that covers a wide range of marketing tactics and their place in an integrated marketing strategy. *Get inspired, grow your business, and visit our website today!*

## INSIDE Big Benefits of an Integrated Marketing Strategy

### Tips and Tricks: **Supporting the Buyer's Journey**

The buyer's journey is a three-step process that consumers follow to solve their pain points.

During the buyer's journey, your company should be offering content and information that will help move the buyer from one stage of the cycle to the next until they ultimately select your product or service.

**Awareness.** The buyer becomes aware of their problem. You provide content to help move them along the journey toward buying from you. Provide educational content, whitepapers, e-books and other guides.

**Consideration.** The buyer clarifies their problem and researches solutions. Continue to deliver critical information including, product comparisons, guides, podcasts and videos.

**Decision.** The buyer selects the best solution for their needs. Offer case studies and a free trial option.

Put yourself in your customers' position as you create content. Remain informative and avoid a hard sales approach.



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