# 3 NEW WAYS
## To Use Direct Mail for Building Leads

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# Introduction

Direct mail isn't what it used to be—boring and impersonal. Variable data capabilities and cross-channel marketing ideas are breathing new life into direct mail. As a result, marketers are recognizing this medium as a critical part of lead-building campaigns.

Here are three ways savvy marketers are using direct mail to build, qualify and nurture leads while saving time and money.

# Spreading the Word Offline to Get People Online

Businesses are quickly starting to realize that social media marketing is not a passing trend but a valuable way to grow and nurture leads. Participating in conversations with consumers online is now a necessity for influencing the public's perception of brand and their purchasing behavior.

With this in mind, how do marketers capture the attention of new prospects that aren't already online and get them to join the conversation? They use targeted direct mail to drive new leads to websites and social networking profiles.

## USE DIRECT MAIL TO:
- Announce a webinar, whitepaper, online social event or contest
- Direct consumers to a downloadable coupon, available in exchange for data
- Inform consumers about a website, blog or a social media profile
- Say "hello" to existing clients and ask them to provide feedback through online platforms such as Twitter, Yelp, Facebook and Linkedin
- Promote participation in surveys that allow marketers to learn more about their clients' needs and fine tune future campaigns, products and services based on feedback

## BOOST DIRECT MAIL RESPONSE RATES BY USING PURLS:

A PURL (personalized URL) is a dynamically generated web address that contains information unique to each individual, like a name or offer. PURLs lead responders from one source, like a direct mail piece, to a personalized landing page tailored specifically for that individual. According to the DMA, close to 33% of consumers go online to respond to direct mail. This response rate is increased by 20 to 30% when personalized URL addresses and landing pages are used. PURLs allow marketers to capture valuable consumer data and track conversions—information critical for developing successful lead-generating and follow-up campaigns.

# 2 Using Direct Mail and Multi-Channel Marketing to Pre-Qualify Leads

One of the challenges in many lead-generation campaigns is getting more consumer data, such as an email address or a phone number, for follow-up efforts. Including compelling, actionable promotional offers such as coupons, whitepaper downloads, free service consultations and so on, on direct mail pieces have been shown to boost attention, improve brand awareness and increase response rates.

A 2008 Coupons, Inc. study noted that more than 70% of users would provide basic information about themselves like email address, full name and would even answer survey questions—all for a $2 coupon. This same principle applies for B-to-B marketers that offer prospects a whitepaper or other valuable information in exchange for more data.

Marketers wishing for instant communication with hot prospects can include mobile short codes on direct mail pieces. Using their mobile phone, direct mail recipients can send a text to access a coupon or to enter a promotional contest in exchange for their email address or other personal data. Responders can even initiate a two-way conversation with a company representative. Marketers have the ability to track responses and collect a responder's data, allowing for an immediate follow up.
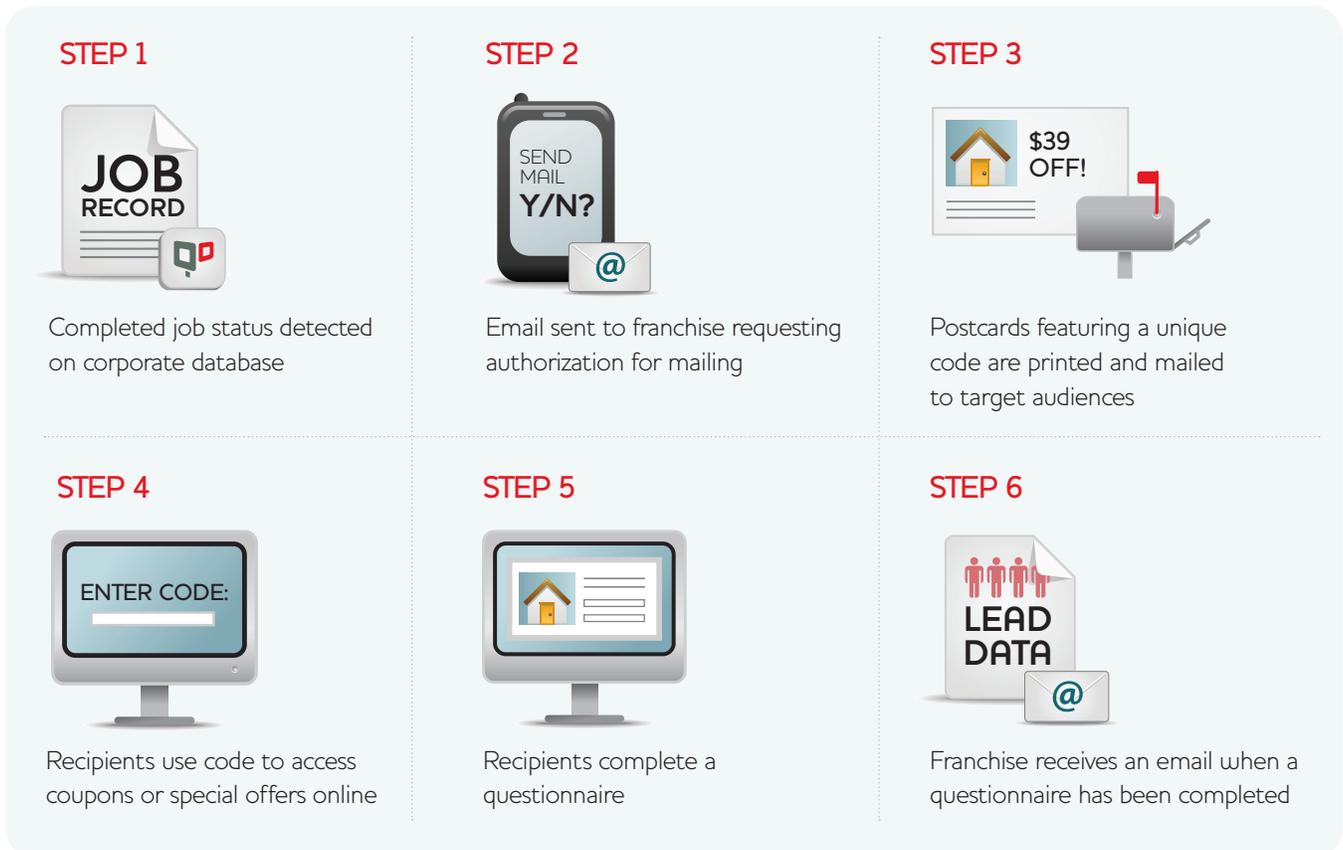
# Automated, Event-triggered Campaigns with Direct Mail

It takes timely and consistent marketing efforts to capture the attention of new leads and to properly nurture existing ones. Event-triggered marketing allows marketers to save time, money and energy by automating prospecting campaigns. For businesses that rely on local awareness, direct mail becomes an important part of the process.

For example, a lawn maintenance company or cleaning service encounters marketing opportunities every time they complete a job. Direct mail prospecting campaigns targeting areas surrounding the completed job location can easily be automated.

## AN EXAMPLE:

Here's how an automated, event-triggered campaign could work for a cleaning service:

### STEP 1

Completed job status detected on corporate database

### STEP 2

Email sent to franchise requesting authorization for mailing

### STEP 3

Postcards featuring a unique code are printed and mailed to target audiences

### STEP 4

Recipients use code to access coupons or special offers online

### STEP 5

Recipients complete a questionnaire

### STEP 6

Franchise receives an email when a questionnaire has been completed

As displayed in the graphic above, businesses may incorporate technology with traditional direct marketing tools so marketers can be proactive with follow-up efforts. By including a unique code and personalized URL on each recipient's postcard, marketers can effectively track responses and collect additional data.

Marketing automation like this eases a business's workload and allows them to focus on what they do best in the field. The use of technology helps businesses get better results while saving time and reducing costs.

# Learn More

To learn more about all the ways direct mail can help you gain more leads and nurture prospects, contact QuantumDigital today.

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