



# Direct Mail Marketing

## Make it personal and capture attention

Direct mail is one of the most powerful communication strategies available to marketers, boasting a proven track record of generating a higher return on your investment. Our team of experts can put your data to work for you and increase response rates with our powerful segmentation and modeling tools that increase message relevance and improve performance.

With Vision Graphics Inc., personalizing your print piece doesn't have to be expensive or challenging. Variable data print technology allows businesses to greet their customers by name using customized text and images, captivating attention and compelling response with content relevant to each unique recipient.

Personalized one-to-one direct mail can be measured and customized across a wide range of projects, including postcards, letters, brochures, benefit kits, non-profit fund raising, annual reports, dimensional direct mail and loyalty programs.



### CASE STUDY:

## Award Winning Campaign Strategy Delivers Results

### ► challenge

One of the most sophisticated resort conference centers in the Rocky Mountain region was relying on a classic self-mailer with a follow-up postcard to generate leads among professional meeting planners. The response declined each year, despite variations in list, offer and creative.

### ► solution

A fresh approach to the client's creative included repositioning the resort to depict its unique "proposition" attributes. Using our data management solutions we were able to manage, evaluate and track the client's customer and prospect database and deliver new insights to improve the targeting strategy. A multistage direct marketing campaign featuring the new creative was launched.

### ► impact

- > **The new campaign generated a response rate of 39% over prior campaigns, without the use of incentives or discounts.**
- > **Efficiencies in production, mailing and postage produced a significantly more effective campaign at an identical budget to prior year.**
- > **Program received a BMA Gold Key Award for marketing excellence and was a DMA Echo Award finalist.**

*"The key distinction between direct marketing and mass marketing is when you know it's going to work. The mass marketer doesn't know until the end. The direct marketer knows in the beginning."*

- Seth Godin

## TOP REASONS CONSUMERS LIST FOR PREFERRING DIRECT MAIL

- > Convenience - Ability To Easily Reference - Portability
- > Can read the info when it is convenient (73%)
- > Can refer back to the info when needed (61%)
- > Can take info easily to different place (40%)
- > More private if sent through the mail

-Cross-Media Innovation Center (CMIC) at RIT