Fact: Offline marketing is now more relevant than ever

The Ultimate Guide to Offline Marketing

Contents

Introduction

Offline marketing is the most powerful, most successful and most trusted marketing channel available to you.

Let's face facts, marketing is a results game, as much as brand awareness and online click-throughs are important the real measure of success is how many leads or orders did your campaign achieve?

With a lot of digital marketing channels being so diluted, it's with good reason that Europe's fastest-growing brands have massively ramped up their offline marketing activity.

In this "Ultimate Guide to Offline Marketing," we will discuss the advantages of including offline marketing within your omnichannel campaigns, highlight the different channels, decipher some of the more complicated parts of offline campaign planning and more.

After reading this guide, it's our aim that you will be able to plan, execute and report back your own offline campaigns and fully understand this sector of the marketing industry.

Contributors

Phil Newton
Chairman

Rob Newton
Managing Director

Paul Newton
Sales Director

Guy Barker
Operations Director

Andrew Nicholas
Marketing & Editor-in-Chief

What is **offline marketing?**

Offline marketing, in short, is any form of marketing that isn't online. This includes billboards, TV advertising, magazine editorial pieces, and direct mail. As you can see, offline marketing is such a broad term with a vast amount of channels, so we will be focusing on five different campaign channels, that can be properly measured to give you crystal clear, data driven results.

We will be focusing on:

Direct Mail

A physical piece of print like a catalogue or an offer letter that's addressed to the recipient or household.

Door Drops

A piece of print which has no address or personalisation that is delivered by Royal Mail or a 3rd party.

Partially Addressed Mail

A physical piece of print that is sent to the household rather than the occupier. This method is heavily discounted and can be one of the most cost-effective forms of marketing.

Programmatic Mail

A letter that, within 48 hours is automatically sent out by a trigger point on your eCommerce website. This piece can either ask customers to convert their abandoned baskets, wish people happy birthday or show off products similar to ones they have viewed.

Inserts

A piece of marketing that is inserted into either a third-party's or your own daily despatched packages, magazines and newspapers.

The main benefit of offline marketing

Mail marketing has a much longer lifespan than any other channel. The average lifespan of a direct mail advert across all industries is 7.75 days[1]. Compare this to the lifespan of an email of 2 seconds[2].

As you will see on the next graph, 31% of all addressed advertising mail leads to a commercial action. These actions could be visiting a website or making a purchase[3].

1 (Source: JICMAIL Audience Data Q1 2019 to Q4 2019; Total Addressed Mail Adults 17+ sample size = 10524)   2 (Source www.digitaldoughnut.com)   3 (Source: JICMAIL Item Data Q2 2017 to Q4 2019; Total Addressed Mail sample size = 62541).

Offline Marketing PSE

Commercial Actions

Addressed Mail - Total

Journey of the average piece of direct mail
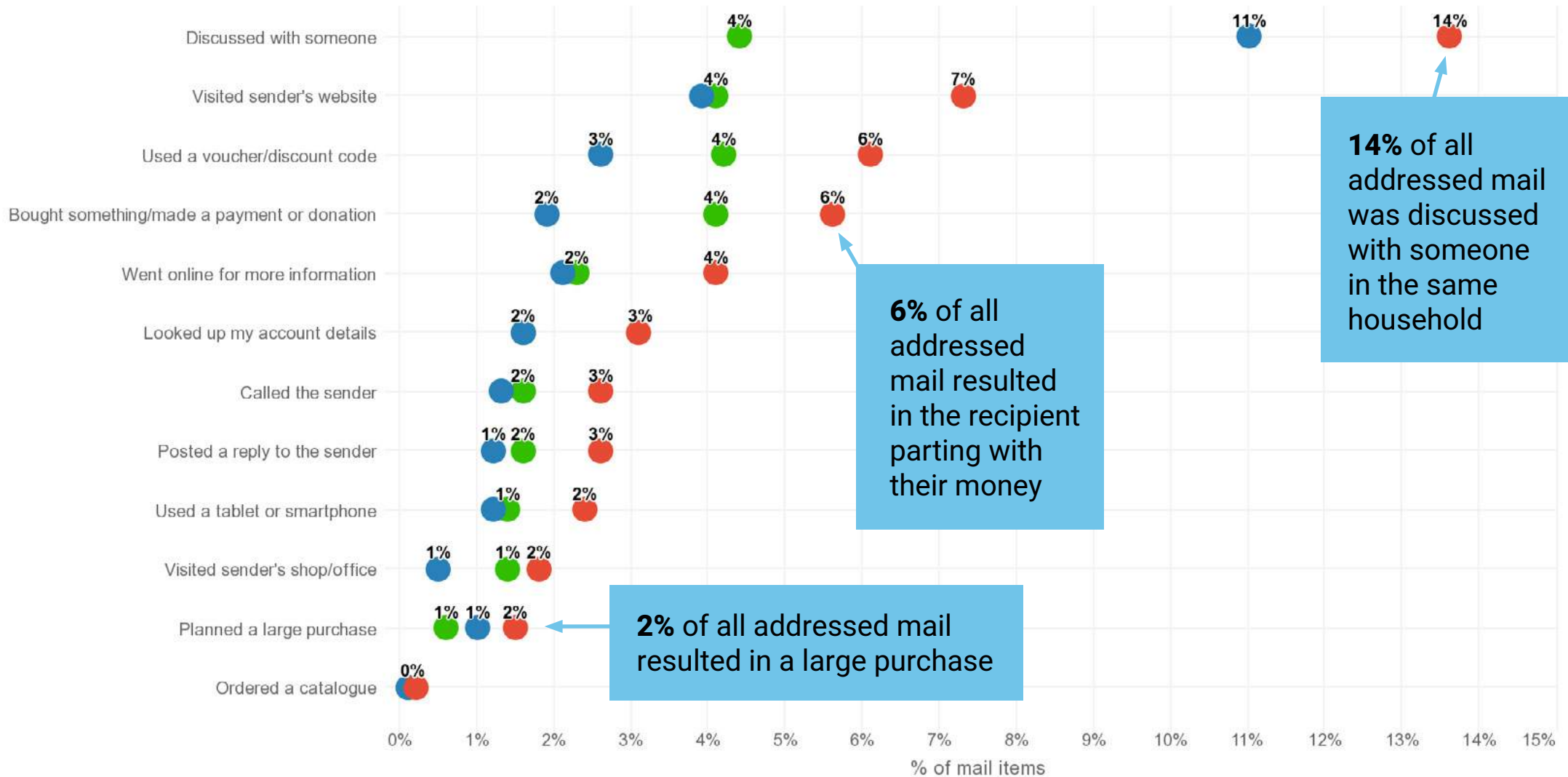
14% of all addressed mail was discussed with someone in the same household

6% of all addressed mail resulted in the recipient parting with their money

2% of all addressed mail resulted in a large purchase

● Follow up ● Immediate ● Total

Source: JICMAIL Item Data Q2 2017 to Q4 2019; Total Addressed Mail sample size = 62541
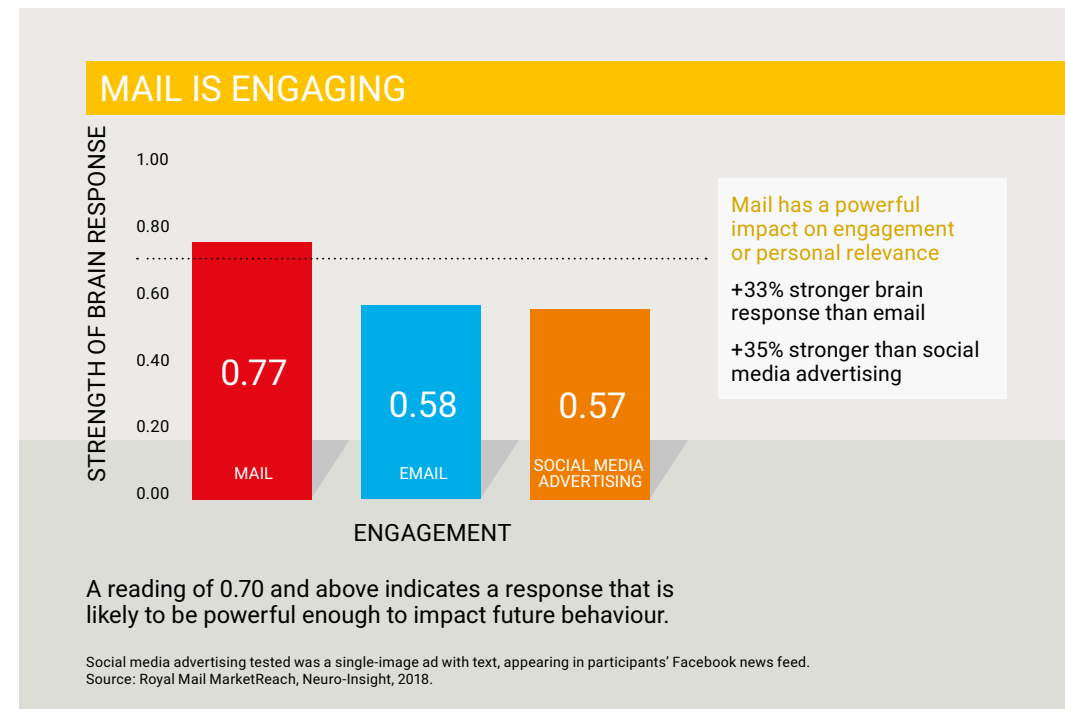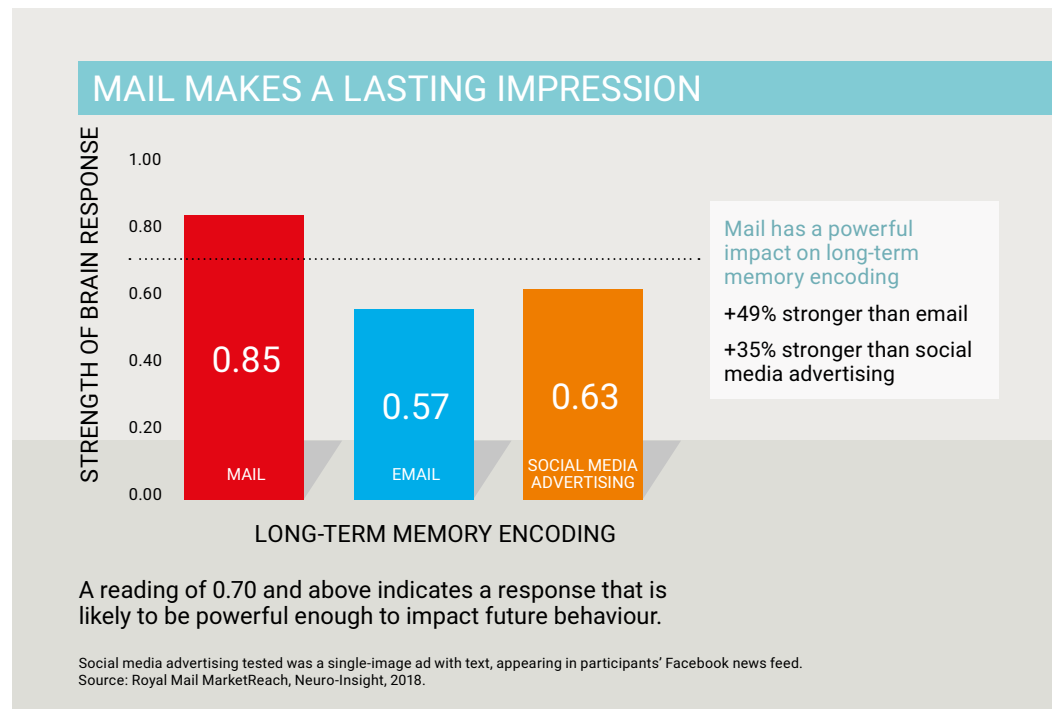
What makes offline marketing so effective?

Here are the facts:

Physical mail has a powerful impact on long-term memory encoding +49% stronger than email, +35% stronger than social media advertising[4].

Mail also engages more than digital. Mail is 33% more engaging than email and 35% more engaging than social media advertising[5]. Marketreach, an offshoot of Royal Mail prove that offline marketing is still one of the most effective channels to build long term relationships with your customers.

MAIL MAKES A LASTING IMPRESSION

STRENGTH OF BRAIN RESPONSE

	MAIL	EMAIL	SOCIAL MEDIA ADVERTISING
	0.85	0.57	0.63

LONG-TERM MEMORY ENCODING

Mail has a powerful impact on long-term memory encoding

+49% stronger than email

+35% stronger than social media advertising

A reading of 0.70 and above indicates a response that is likely to be powerful enough to impact future behaviour.

Social media advertising tested was a single-image ad with text, appearing in participants' Facebook news feed.
Source: Royal Mail MarketReach, Neuro-Insight, 2018.

MAIL IS ENGAGING

STRENGTH OF BRAIN RESPONSE

	MAIL	EMAIL	SOCIAL MEDIA ADVERTISING
	0.77	0.58	0.57

ENGAGEMENT

Mail has a powerful impact on engagement or personal relevance

+33% stronger brain response than email

+35% stronger than social media advertising

A reading of 0.70 and above indicates a response that is likely to be powerful enough to impact future behaviour.

Social media advertising tested was a single-image ad with text, appearing in participants' Facebook news feed.
Source: Royal Mail MarketReach, Neuro-Insight, 2018.

Effective offline marketing gives you better conversion rates, lifespans, can grab readers attention more and is discussed and passed around households. The trade-off for offline marketing results, is a higher upfront cost. Many elements go into an offline marketing campaign including; data, GDPR, postage, tracking, planning and more. Understanding each part will help you deliver the best campaign at the most cost-effective price. This in-depth white-paper will help guide you through either your first campaign, understand offline marketing campaigns better or improve your offline campaigns.

4 (Source Royal Mail MarketReach, Neuro-Insight, 2018.) 5 (Source Royal Mail MarketReach, Kantar TNS, 2017.) (Graphs courtesy of Marketreach - Mail cuts through report.)

Planning your campaign

As a marketer you will already be familiar with SMART objectives and campaign planning. However, there are a few techniques and best practices to keep in mind when planning your offline campaign. These will give you an edge over your competition.

Questions to ask yourself before you start a campaign

The first part of planning your campaign is figuring out why are you are running the campaign. Asking yourself the right questions at this time is imperative to gaining a clear picture in your head of what your marketing piece will look like, what the offer will be and how you expect it to perform? Plus these questions will help you decide which marketing channel will be best for you. Here are some questions our marketing consultants ask every customer:

What outcome do you want to achieve?

Answering this question will significantly influence which channel you go down. What are your targets? If you want to cross-sell items, then insert marketing might be the best route for you. Do you want to win new customers? Partially addressed mail campaigns could be the way forward.

Do you have a budget or quantity in mind?

Your budget will denote how far-reaching your campaign will be as postage is on average 56.3% of your total campaign. Your budget is a balancing act between volume, format and channel. The budget also denotes what you can "have" on your marketing piece. Such as foiling or embossing. (see Creating & designing your offline marketing campaign).

What campaigns do you already have in place?

This includes both online and offline. By answering this question, you can see which channel could fill any holes you might have in the overall strategy for the brand. Or which channel will compliment current campaigns. If you are currently running a social media campaign to drive traffic to your website, a direct mail campaign can compliment this perfectly.

What campaigns have you ran in the last 12 months and how did they perform?

You must be open and honest with yourself when answering this question as identifying what didn't work last time stops you making the same mistakes. On the flip side recognising what did work and building on that will ensure the best possible ROI.

Picking a marketing channel

So you know what you want your outcome to be, and you have been honest with yourself. Now it's time to decide on which channel will suit you. Each channel has its strengths, which will affect the outcome of your campaign. Don't just assume that an offline campaign should be direct mail; it may not be the best option for you. Use the table to help decide which channel works best for you.

	Current Customer Marketing	New Customer Marketing	Personalised Advertising e.g. Birthdays	Abandoned Basket Conversions	Cross Selling Products / Services	Regional Advertising	Brand Awareness / Communication	Drive Traffic to Website	Increasing Orders	Reactivate Old Customers
Direct Mail	★	★	★	■	★	■	■	★	★	★
Door Drops	✔	★	■	■	■	★	★	✔	✔	■
Partially Addressed Mail	■	★	■	■	✔	★	✔	★	★	■
Inserts	✔	★	■	■	★	★	★	★	★	■
Programmatic Mail	★	★	★	★	★	■	■	★	★	★

★ Perfect   ✔ Works well   ■ Not recommended

Timescales

Keeping your eyes on timescales is essential in offline marketing as they are not as instant as their digital counterparts. You must allow for the production, sorting, despatch & delivery. The format you choose will vastly affect how long your campaign will take to fulfil.

Formats such as brochures will take longer than postcards. Having special features such as foiling to make your piece pop or unique codes to ensure a code can only be used once will add further days on to your lead times. Always start with the landing date and work backwards, giving yourself a minimum of 5 weeks.

A/B Testing

Test different formats, designs, offers, in fact, test everything you can. Testing is the only way to see for yourself what works for your brand and what doesn't.

You should build A/B testing into every marketing campaign at the planning stage. Do not test too much at once. Pick one element to test and then run two versions of each. This will then improve future campaigns. When planning your tests ask yourself these questions:

▪ What do I want to learn?
▪ What are the variables?
▪ How will you measure the results?

Keep in mind that two lots of artwork will incur two lots of set up charges (with effective campaign planning all A/B tests can be cost-neutral).

The critical importance of A/B testing

In over 25 years of offline marketing, we have learned the most critical tactic to ensuring continued success and improvement in all of your offline marketing is A/B testing.

It does mean a little more work and potentially a bit more budget. You will need to establish two offers or two formats, two data files or two pieces of copy. There are marketing agencies that will help you with this and effective planning will help bring down the extra cost of running A/B testing.

Important note! It's essential that as you start to get responses, you can tell which format the lead came from. You can use specific offer codes, personalised URL's or carry out a match back which will tell you what format went to each individual. All your good work will have gone to waste if you don't know what format has worked best.

So your campaign has landed, it's time to measure your results. Don't jump the gun, orders can still come through long after any digital campaign (See the JICMail section for evidence of this).

Picking a hypothetical example, format A has outperformed format B by 0.5% what do you do next?

Firstly you might say that 0.5% is hardly worth the time or trouble, but it's not that 0.5% that's going to make a massive difference. It's the 0.5% improvement on top of the next 0.5% that will help to ramp up your results.

As format A has performed best, you make that your 'control' and you judge all future mailings against this piece, as you know if you send out 'X' quantity you will receive 'Y' percentage of responses. Some marketers choose to use the same formats 2 or 3 times to prove the control. Remember that only works if you test both formats side by side each time.

The critical importance of A/B testing continued....

On your next mailing, you start with your control. What worked? What did you get good feedback on? What was the customer journey with the piece? Look at all of the positives.

Then ask what you didn't like and what could be improved? Was the offer clear enough, did it look as you expected it to, should you have included an offer voucher, were there too many returns on the data?

Now you've got a list of improvements, choose your best ideas and design, then plan your next mailing. The aim is for the new piece to outperform your control and help you find the next 0.5% improvement.

If you don't improve on your control, you've learnt what you don't need to change. Maybe your control was pretty good anyway. From our experience, 80% of the time, your campaign will show improvement.

Move your improved piece to the control, and you start the journey again, resulting in the constant improvement of your offline marketing.

Now you can A/B test your campaign, let's have a look at JICMail and how it can help your planning.
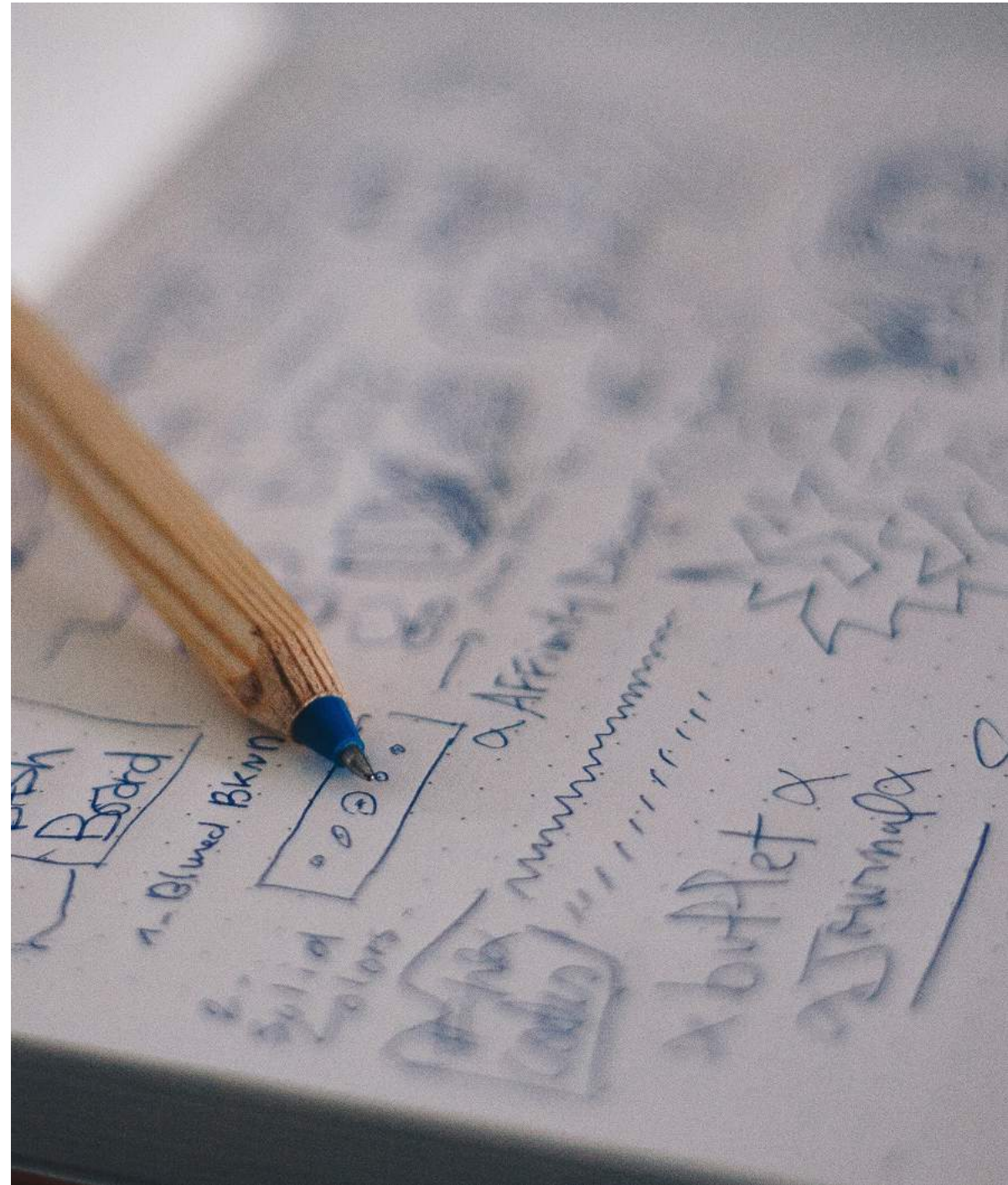
JICMail

JICMail works in a similar way JICs work for TV. JICMail is constantly surveying 1000 households every month, asking the recipients what mail they received and what they did with said mail. JICMail checks many data points such as:
- Talking about the mail piece with someone.
- Threw piece away.
- Stored for later.
- Bought something on the back of receiving the marketing mailer.
Utilising all this data lends itself to planning a campaign.

Pre-campaign
Look up the direct mail reports by industry, age range, or even Mosaic profile and use this information to help plan your offer and call to action.

Post-campaign
This is quite often the most exciting and revealing part. Find the journey of your own direct mail piece and discover exactly what happened after it landed in the household.

PSE Offline Marketing

Using JICMail to cut through the noise

How are you going to cut through all the marketing noise, to ensure your message resonates with your customers or prospects. Use JICMail to help plan. Here we are going to take a scenario that you are a restaurant/takeaway business.
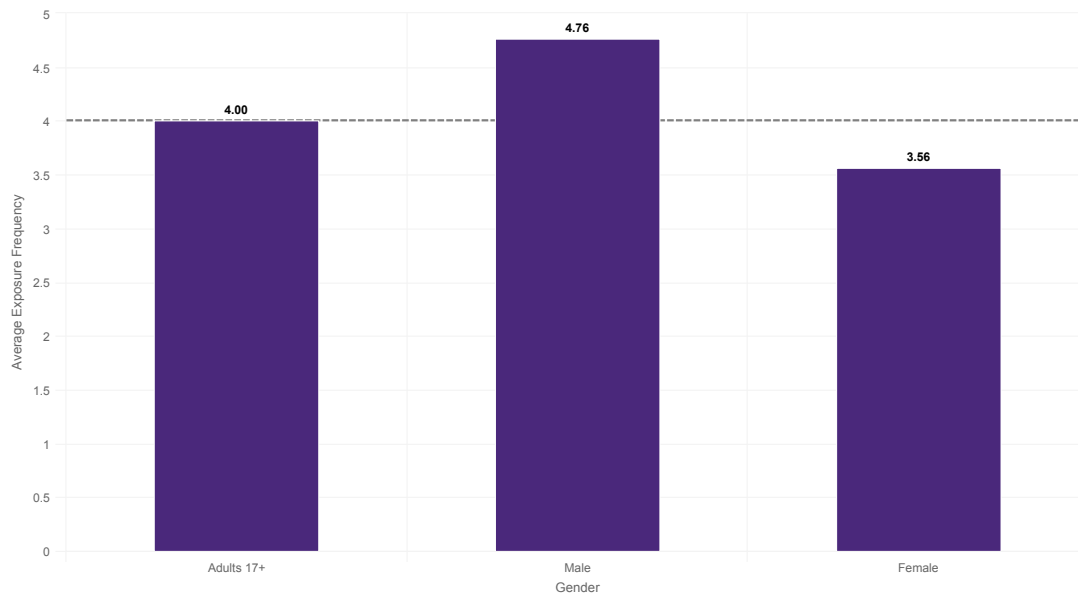
Reach Index: How likely is your audience to receive mail
Addressed Mail - Restaurant or takeaway
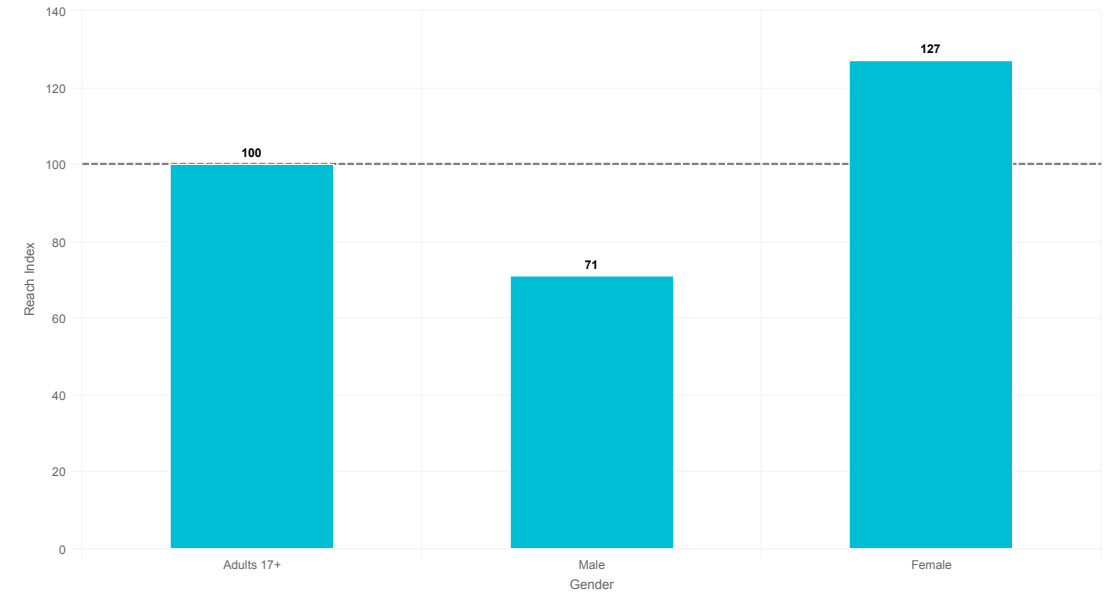
Source: JICMAIL Audience Data Q1 2019 to Q4 2019; Restaurant or takeaway Addressed Mail sample size = 226

Average Exposure Frequency: How often does your audience interact with mail?
Addressed Mail - Restaurant or takeaway

Source: JICMAIL Audience Data Q1 2019 to Q4 2019; Restaurant or takeaway Addressed Mail sample size = 226

As you can see from the above graph, ladies are more likely to receive mail from this sector than men. But the graph to the left, shows us that men interact with the letter more than women. Using these two graphs alone might steer the design of your campaign to be more male-orientated!

Predicting the outcome and forecasting results of any campaign is one of the hardest parts of planning a campaign. JICMail can help by again taking the collected data and extrapolating the information based on your sector and demographic. Let's take a look

Commercial Actions

Addressed Mail - Restaurant or takeaway

Using the same scenario as before and targeting adults, we can more accurately forecast how your campaign should perform.
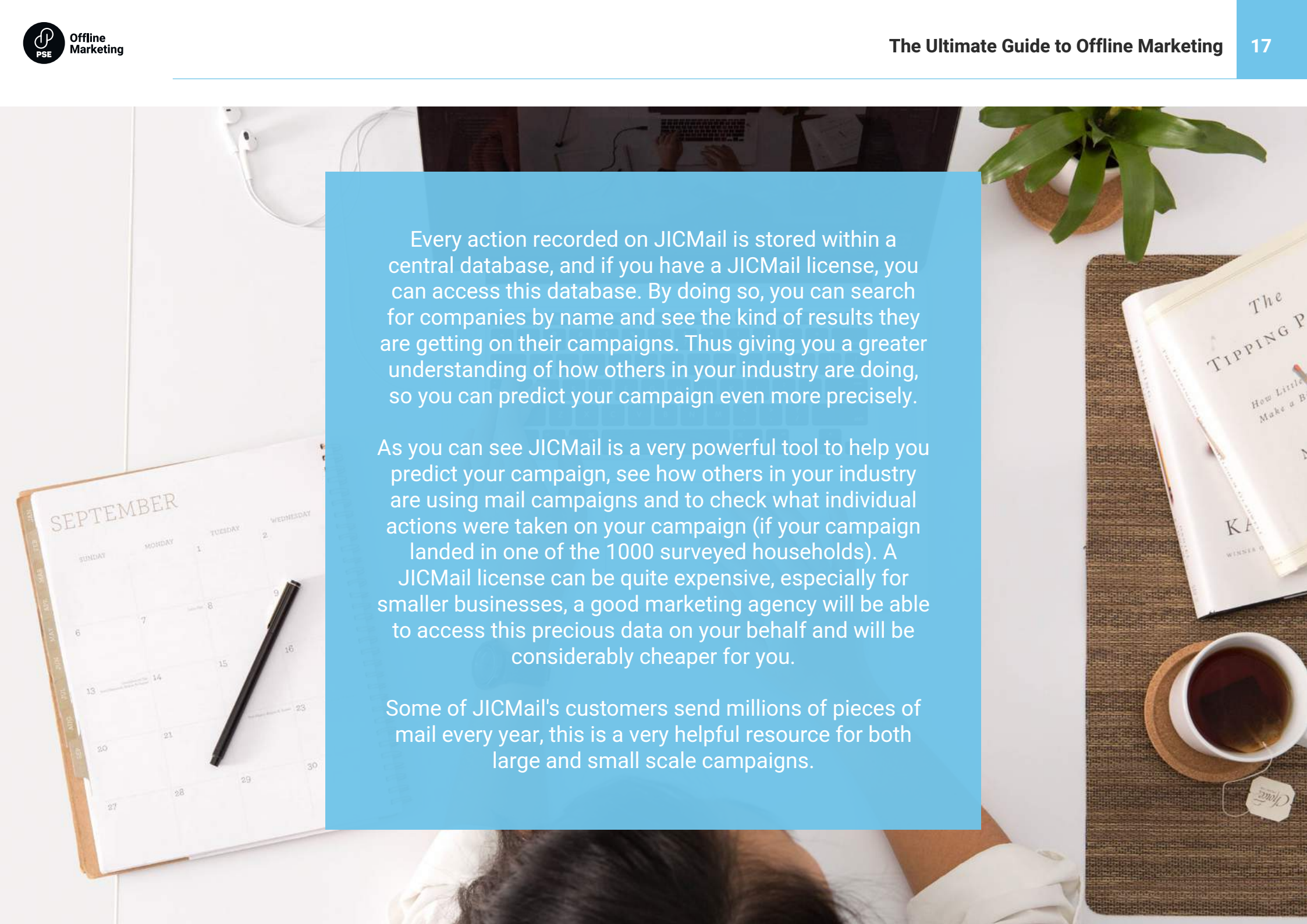

13% of all restaurant/ takeaway addressed mail lead to a purchase

● Follow up	● Immediate	● Total
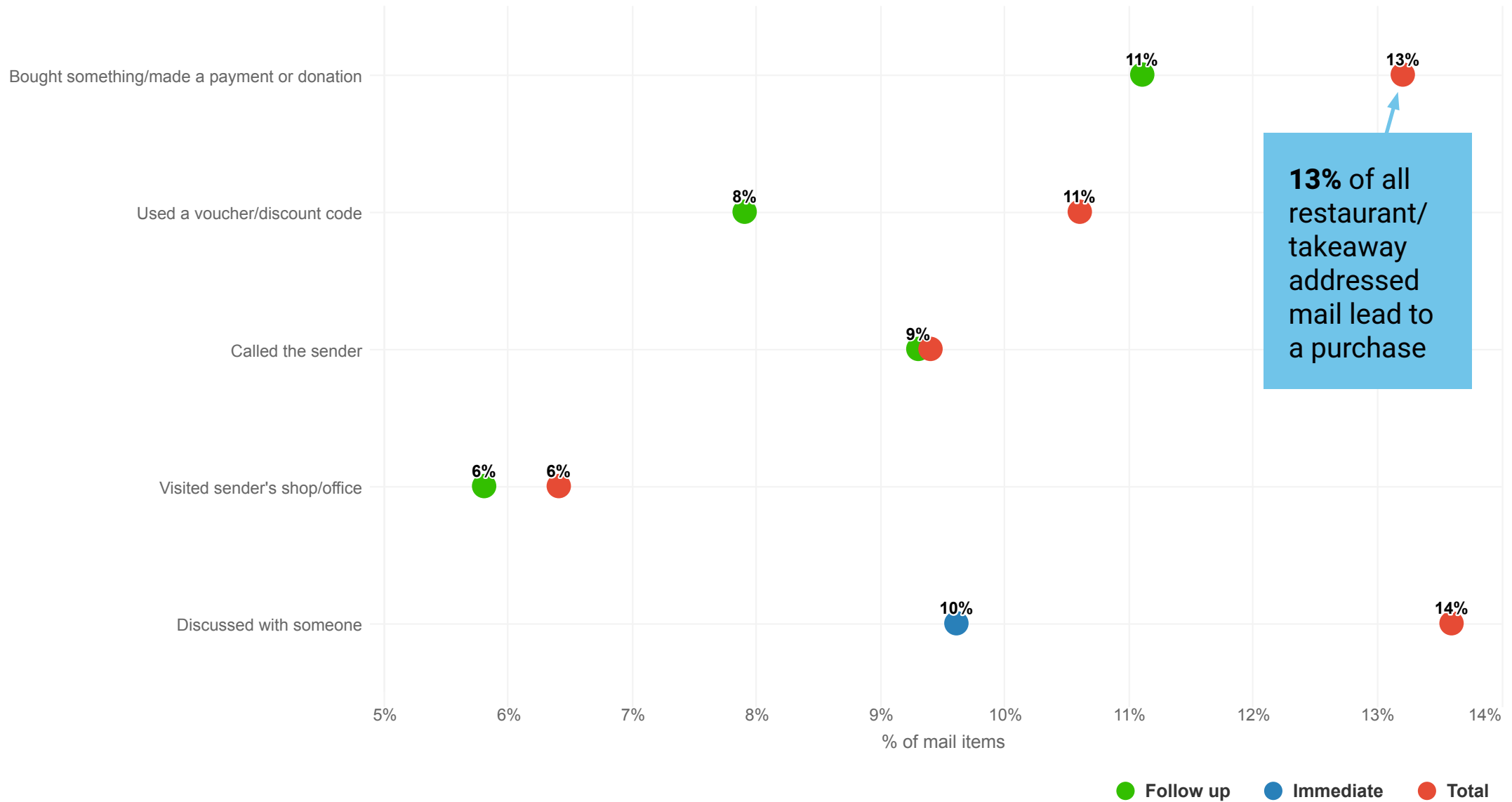
Source: JICMAIL Item Data Q2 2017 to Q4 2019; Restaurant or takeaway Addressed Mail sample size = 543

The commercial actions worked out as follows
ITEMS DRIVING COMMERCIAL ACTIONS: No. of items multiplied by % of items driving a commercial action.
COMMERCIAL ITEM IMPACTS: Number of campaign impacts driven by items on which commercial actions are taken.
COMMERCIAL ITEM IMPACT RATE: % of campaign impacts driven by items on which commercial actions are taken.

Every action recorded on JICMail is stored within a central database, and if you have a JICMail license, you can access this database. By doing so, you can search for companies by name and see the kind of results they are getting on their campaigns. Thus giving you a greater understanding of how others in your industry are doing, so you can predict your campaign even more precisely.

As you can see JICMail is a very powerful tool to help you predict your campaign, see how others in your industry are using mail campaigns and to check what individual actions were taken on your campaign (if your campaign landed in one of the 1000 surveyed households). A JICMail license can be quite expensive, especially for smaller businesses, a good marketing agency will be able to access this precious data on your behalf and will be considerably cheaper for you.

Some of JICMail's customers send millions of pieces of mail every year, this is a very helpful resource for both large and small scale campaigns.

Designing & creating

The possibilities for offline marketing are endless, from magazines and catalogues to video packs that play a video automatically when opened, and everything in between. Each format has it's own area of speciality. Let's explore the most common formats, finishing and artwork options that are specific to offline marketing.

PSE Offline Marketing

When designing your artwork keep in mind the AIDAR approach. These are the cognitive stages a customer goes through when deciding whether to buy a product or service. If done correctly a single piece of marketing can hit most of these stages.

Awareness

Create brand & product awareness. Be clear about what your product is and who you are. Include your logo in contrasting colours and in a prominent position. The awareness can also be attributed to the offer. If your customer has to look for the offer then they are not aware of it. Remember the 40, 40, 20 rule. Your campaign is 40% data, 40% offer and everything else is 20%.

Interest

Generate interest in the benefits of your products or services. If the consumer is not interested or loses interest while looking at your advertisement you will never convert them. Ensure your copy is engaging and images are relevant and eye-catching. An enticing offer will help drive interest massively. There are specific tactics on how you can achieve this, a good agency will be able to help you with this.

Desire

Create a desire for your products or services. Humans are emotional creatures and feeling an emotional connection to your product, service or brand will greatly help in converting customers. This can either be driven by the overall message of the advert or the emotional copy or images. (Think of the images you see of people on holiday in travel agents, these swell up emotions of previous holidays.)

Action: CTA

Move the buyer to interact with your company by taking the next step. Set out clear but enticing steps to proceed. Great offline call to actions include:
Redeem at:
Lets get going at:
Visit _ and start your fitness journey. Offline marketing has proven abilities to drive people online so don't be afraid of asking people to do this with PURL's or QR codes.

Retention

Keeping the customer coming back again and again. Offers to existing customers or re-activation offers are a great way of using offline marketing. However you can ensure retention on a new customer campaign by offering sliding scale offers. Such as 50% off your first order then 25% then 10%.

Picking a format

Formats come in all shapes and sizes. Each format serves different purposes and depending on what your preferred outcome is, will help decide which format would be best to use. For example if your target is to advertise a sale, then a single postcard will do the trick. If your target is to advertise mobility furniture then a brochure is the ideal format. Don't forget your audience too! Older audiences prefer more information in one place.

Single sheet formats like postcards and DL vouchers are simple, punchy and effective forms of advertising. This medium allows you to cut through the noise with an eye-catching design to grab the readers interest and quickly show them your offer. These work great as insert marketing as well as mail.

Marketing is just storytelling, and catalogues, brochures and magazines are perfect storytelling devices. The longer format allows you the freedom to take the consumer on a journey that will resonate with them and hopefully convert them.

The longer form does mean the cost will be higher but will allow you to advertise more products/services. If you are sending a brochure or magazine, remember to keep in mind how you are going to enclose it?

Some catalogues will need to be wrapped or enclosed in either poly or paper wrap to stop it being damaged in transit. Others can be sent naked without any kind of wrapping and some can be simply popped in to an envelope.

Picking a format continued

Folded formats such as roll folds or pop out advertisements give you extra room to allow you to tell that all-important story but when rolled and folded back up, will enable them to be despatched cheaply. The bonus of folded pieces is that you play with them, opening and closing them and driving the interaction, which in turn increases the lifetime of the advert.

HELPFUL TIP

Good printers and marketing agencies will help guide you towards the best format for your campaign!

Sometimes the best format for your brand and campaign is a letter. A well-crafted letter and envelope can be one of the most cost-effective solutions. Letters give you the space to tell a story, generate buzz around a product or service then show the consumer your offer. Letters have stood the test of time as a marketing tool because they work.

This is one of the most tried and tested forms of offline marketing. Envelopes also play a huge part of a good first impression, grabbing the readers attention and enticing them to read what is inside. Don't' think it's just a letter, get creative use different sizes, personalisation and stand out from the crowd.

Other formats such as video packs, pieces with removable offers and surprise packs (where things jump out at you) are other ways to really grab the consumers attention.

Be creative and do your research, speak to your printer or agency and they should be able to give you ideas that stand out from the crowd.

Remember when picking a format to keep in mind Royal Mails' format sizes. The bigger the size of the format, the more it will cost in postage. For the cheapest postage rate, ensure your marketing piece has closed edges, is under 100g and is 165x240x5mm but you would usually produce slightly smaller so it doesn't go over.

Designing your artwork

Whether you are personally creating your artwork or using a design agency, there are a few essential criteria to remember. Remembering these will save you time when it comes to production.

Bleed
This may seem obvious, but we still receive the artwork without bleed. Bleed is vital to printing as even the most technically advanced printing press will drift by 1mm or 2mm over the course of 100,000s worth of printing.

Resolution
Don't forget that printing resolution is much higher than screen resolution. Always save your artwork out as 300dpi, not for screens at 72dpi.

Colour mode
Printers use CMYK to create the colours of your artwork, not RGB. Remember to change your colour mode to CMYK.

Outline fonts
Don't forget to outline your fonts. Not everyone will have the fonts you have installed on your computer, and if you send the artwork over without outlining your fonts, it will delay the process or potentially could be printed incorrectly.

Selective seal
Keep in your head a blank space for the addresses to go. Plus don't forget to leave space for your unique codes.

Foiling and varnish
If your design has any foiling or varnishing, you must remember to save these as a separate layer and use spot colours. It doesn't matter what colour as long as it's a solid spot colour. This allows the printers to identify where the foil and varnish should go.

Pantones
This is just a helpful tip and not a requirement. If you are using Pantone colours, it means that printers will have to use another plate when printing and this can cost you more money. If your design doesn't need specific Pantones don't use them.

Finishing

The finishing touches will help you stand out from the crowd. Below are some great finishes to include in your design.

Foiling
Adding foil can give the piece an elegant and expensive feel, remember the foil doesn't just come in bronze, silver or gold.

Spot varnish
Adding a varnish in one place (usually the logo or offer) can ensure focus is drawn to whatever you select.

Embossing and de-bossing
Using these finishes gives the advertisement depth and texture.

Flood varnish
These can give the advert different feels and textures like glossy or matt and help protect the piece.

Laminate
Traditional laminates are not the most environmentally friendly but do serve the purpose of protecting the marketing piece for years.

Perforation
Make your offer transportable. By perforating the section where your offer is, allows your customer to take it with them to stores and will drive conversions.

When choosing your finish, always keep in mind your brand. For example, if you are a traditional book shop you probably wouldn't want to have a glossy finish as it might conflict with your brand, use a natural finish or matt varnish to keep the traditional feel.

Making your campaign eco-friendly

Now more than ever businesses & industries are having to be aware of their environmental responsibilities and offline marketing is no different. Making your offline campaigns more eco friendly could help you save money (postage discounts) and help promote the image that you are a company that cares about the environment.
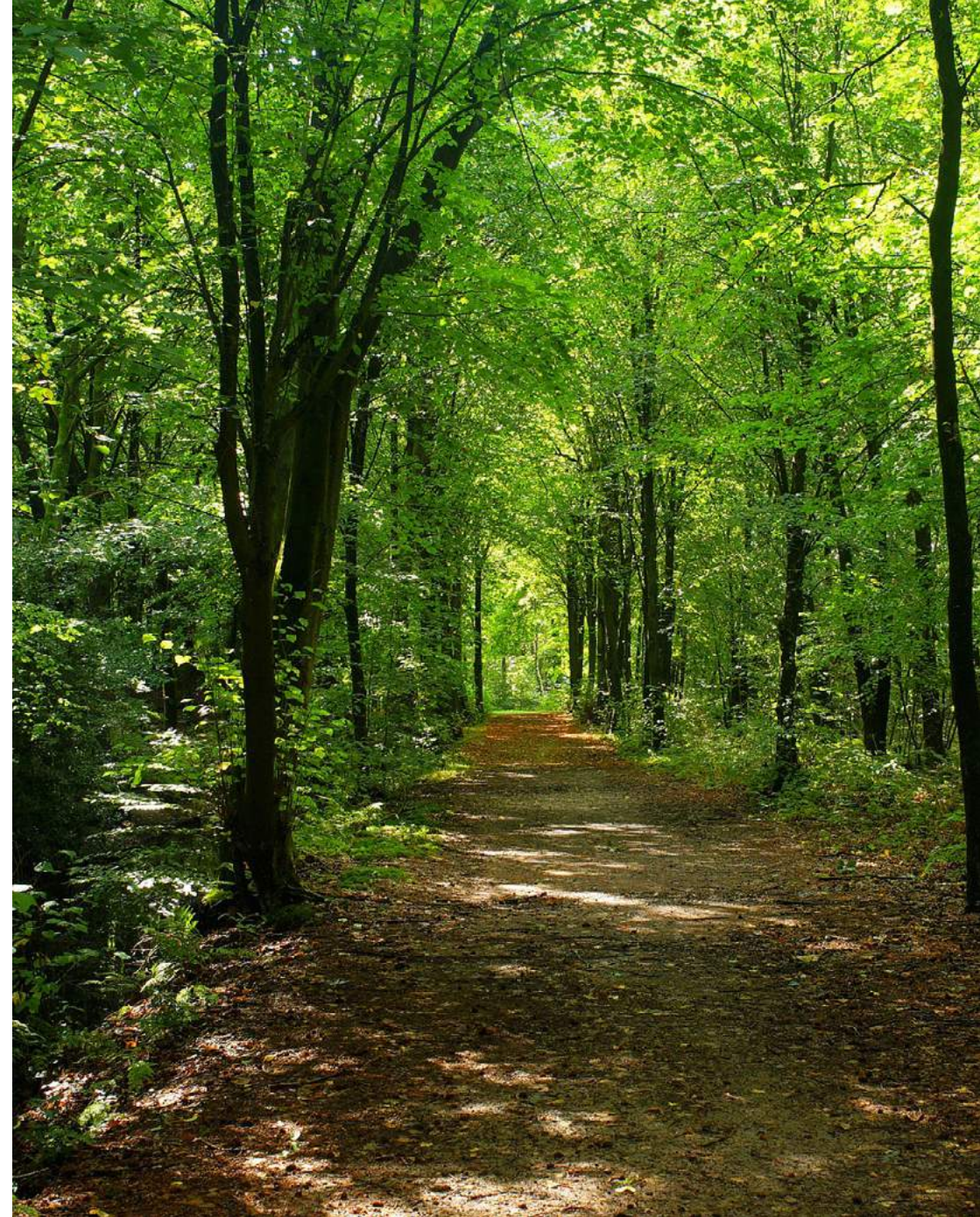
Sustainable sources

The first thing everyone should do is ensure their paper stock comes from sustainable forests. You can do this by asking your printers if they are FSC or PEFC certified.

The FSC and PEFC are both certification bodies that monitor global forests and ensure that the forests are sustainable. The FSC slogan is "forests for all forever", and they audit every company along the chain of production up to and including printers. They are ensuring that every single company involved in the manufacture of your offline marketing piece has been reviewed and certify that they are using sustainable resources.

When designing your offline marketing piece, ensure to put the FSC or PEFC logo on with a message. The logo will include a certificate number which will allow you to trace that piece of paper back to the forest where the tree was fell. This can save you money on the postage under a Royal Mail Incentive. (See Postage)

Once you know that your paper was ethically sourced it is time to decide on whether to use recycled paper or not. Not using recycled paper is not as bad as many people think. Virgin fibre, as it is called within the print industry, is not harmful to the environment. Just as long as the paper originates from sustainable forests.

Well managed forests promote multiple benefits such as livelihoods, ecosystem services and biodiversity. European forests, from where the region's paper mills source over 90% of their wood fibre, have been growing by an area equivalent to 1,500 football pitches every day. Over 70% of this forest area is certified to FSC or PEFC standards, thanks in part to the support of the print and paper industry[1]

1 Source: https://twosides.info/wp-content/uploads/2018/07/2-Paper-Production-and-Sustainable-Forests.pdf

Recycled paper

Recycled paper doesn't have to be confusing. 100% recycled paper can be more expensive (due to additional processes used to make it). By using a combination of recycled and virgin fibre, your paper stock can become more cost-effective. Recycled paper comes in many different finishes and textures (some that you can only get with recycled paper). Recycled paper can look exactly like non-recycled paper if that's the look you are going for. Some recycled paper aesthetics can enhance the recycled design.

Bleach or Chlorine is no longer used to make recycled pulp white again! The pulp is cleaned using an environmentally friendly soap-based product that creates no harmful waste. There are many alternatives to wood pulp on the market. These alternative fibres are mixed with wood pulp to reduce the amount needed. These give amazing aesthetics that can really help your design pop and push the environment-friendly message.
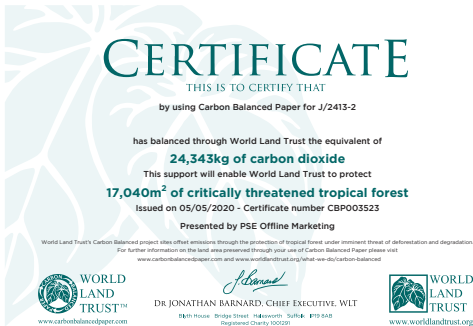
Recycled messages

It's crucial to include recycled messages on your marketing materials, even if you haven't used recycled stock or carbon balanced your campaign. Something as simple as "Please recycle me!" and include the recycle logo. If you do so, it will help you claim sustainable discounts from Royal Mail.

HELPFUL TIP

There are so many various of paper from hemp to paper with seeds in. Ask your printers or agency for ideas on what paper stock to use.

Carbon Balancing

Carbon balancing is a way of capturing the unavoidable emissions caused in the manufacturing process of paper stock. This is done by calculating how much carbon is produced when making your paper stock. You then pay a charge on that paper stock. This charge works out, on average to 1.5% of the cost of the paper alone.

The World Land Trust uses this surcharge to help protect tropical forests that will absorb the carbon from the atmosphere that would otherwise contribute to the climate change problem.

When you pay the charge, you will receive a fully traceable certificate stating how much carbon has been offset and the area of land that's been protected. Plus a unique matching logo that you can use on your marketing material.

CERTIFICATE
THIS IS TO CERTIFY THAT

by using Carbon Balanced Paper for J/2413-2

has balanced through World Land Trust the equivalent of
24,343kg of carbon dioxide
This support will enable World Land Trust to protect
17,040m² of critically threatened tropical forest
Issued on 05/05/2020 - Certificate number CBP003523

Presented by PSE Offline Marketing

World Land Trust's Carbon Balanced project sites offset emissions through the protection of tropical forest under imminent threat of deforestation and degradation. For further information on the land area preserved through your use of Carbon Balanced Paper please visit www.carbonbalancedpaper.com and www.worldlandtrust.org/what-we-do/carbon-balanced

DR JONATHAN BARNARD, CHIEF EXECUTIVE, WLT

WORLD LAND TRUST™

www.carbonbalancedpaper.com
www.worldlandtrust.org

Blyth House   Bridge Street   Halesworth   Suffolk   IP19 8AB
Registered Charity 1001291

WORLD LAND TRUST™

www.carbonbalancedpaper.com
CBP003523

Example of logo and certificate for Carbon Balancing

Recyclable materials

We all know that paper & card are recyclable; what you may not know that the inks used may not be! Any paper and card can be recycled, as can gloss, silk and uncoated paper as these are produced using a clay-based material. Most litho inks are also fully recyclable as they are made from vegetable oil. However, it's a good idea to check your printers are using these types of inks.

The finishing touches to a mailer are what sets it apart from the rest. But some of the finishes you are applying may contradict the recycled messages you are writing on your piece. Below are some examples of eco friendly and non-eco friendly finishes.

Eco Friendly Finishes

✓ **Water-based varnishes in matt, gloss and soft touch**

✓ **Instead of colouring white paper, why not look at purchasing coloured paper rather than flood coating, this saves on ink**

✓ **Textured finished paper can allow you to have different feel finishes without harmful finishes being applied**

✓ **Embossing and de-bossing are perfect for elegant finishes**

✓ **Die-cutting can cut your paper to any shape or size, giving a great alternative to non-eco friendly finishes**

✓ **Block foiling such as gold or silver foils**

Non- Eco Friendly Finishes

✗ **Traditional laminates are made from plastic and will take thousands of years to decompose**

✗ **Non-water-based varnishes**

✗ **Any additional plastics such as plastic binders on brochures or poly-wrapping your marketing material. Binding glue, (if your brochure is bound using glue) is also not eco friendly**

✗ **Encapsulating, by its very design, is manufactured not to waste away**

Data

The two main factors of any successful marketing campaign are data and your offer. 40% of your efforts needs to go into the data, 40% needs to go into your offer, and 20% is everything else. This is as relevant today as it was 20 years ago. Getting/using reliable & up-to-date data is vital to the success of your campaign. In this section, we will explain the best practices for cleaning and profiling your data and look at the different options to purchase GDPR compliant data.

Your Data

Most companies have two sets of data, current customer data and prospect data. Your current customer data is priceless! Marketing to your existing customers is one of the most cost-effective, and often overlooked ways of marketing, it costs five times as much to bring a new customer on board as opposed to securing a returning customer. Your prospect data can either be bought or consists of people who've signed up to mailing lists from you but have never made a purchase.

Do you know how clean your data is? By clean data, we mean current up to date data. In an average month, over 100,000 people move house and unfortunately, thousands pass away. The facts are, your customer data could be degrading by as much as 30% annually, so if you don't clean your data for 12 months, you are wasting 30% of your campaign budget.

Why does having clean data matter and how do I clean my data?

Royal Mail offer significant discounts for data that is up to date and formatted correctly. Clean data will also ensure you are not targeting people who no longer live at that address.

Most mailing houses offer data cleansing services. You securely send them your data, and they run that data through their system. They are finding incomplete addresses, house movers and goneaways. This information will be presented back as a report showing how much of your data is accurate. The report is generally a free service, and then you will be charged upon which cleanse you pick.

HELPFUL TIP

Little and often is the key for keeping your data clean. We recommend cleaning your data every three months, and before every mail campaign.

Offline Marketing
PSE

Your average data cleanse report will look like the below. Here is how to read it:

PAF
Postal Address Finder - Address Verification

MPS
Mailing Preference Service - only relevant for cold prospect mailing

DeDupe
De-Duplicate - Removes duplicates. Can be based on the following: First and last name, last name, household

Movers
People who have moved and are traceable, usually people who have used the postal mail forwarding service

Goneaways
People who are no longer at the address and are not traceable

Deceased
People who have unfortunately passed away

Service Offering	Rate
PAF	£3.25/K
MPS	£1.95/K
DeDupe	£3.90/K
Movers	£0.52/HIT
Goneaways	£0.52/HIT
Deceased	£0.65/HIT

£/K
Cost per 1000

£/HIT
Cost per every individual cleansed

Make sure to read the cleanse report thoroughly and only select what is relevant to your campaign.

For example you may be doing an existing customer campaign and you will not need the MPS cleanse as you should already be keeping a record of this for your customers.

Rate prices will vary depending on volume & data house, these are to give an indication of what you may expect to see.

Offline
Marketing

Data Format - PAF

The Postal Address Finder or PAF is a database of over 29 million postal addresses. By law, Royal Mail must upkeep and maintain the database within reasonable terms.

Data houses will offer to run your data through the database, usually for a small charge giving you a % of matches. A good % score is around 90% we recommend a score of 95% or higher. 90% is the minimum % required for Advertising Mail.

Checking your data against the PAF ensures the accuracy of the addresses and can further generate more significant discounts from Royal Mail.

However, you may not need to do this. You may already be pulling data straight from the PAF database. If your website collects customers data and can auto-populate the address field from the postcode, then you are sourcing information from the database. (Remember if your customers can edit the address field, they may change it, and it could then become incorrect.)

HELPFUL TIP

We always recommend running your data through PAF, the discounts and peace of mind it generates outweighs the small charge of doing so.

Profiling

Profiling your own data to generate a demographic is essential to ensure your campaign will be as targeted as possible, which will result in more conversions. Helpful Tip - Data providers will have their own filters that will differ from supplier to supplier. Always double-check the filters match your demographic.

Mosiac/Acorn/Cameo

The most popular and well-known profiling filters are Mosaic from Experian, Acorn from CACI and Cameo from TransUnion UK. While they differ slightly, they all work on the same principle of segmenting consumers into different types to build an ideal demographic and will present their findings in a very similar way.

Mosaic is the most well known so we will use that as the example here, but we do not recommend one over the other.

Mosaic is a profiling system designed by Experian, which can segment the population into 15 groups and 66 types. The types fit into the groups like subsections.

Let's take Group B: Prestige positions

These are affluent couples with successful careers that enabled them financial security, who own a spacious home in prestigious areas. The pair could be "empty-nesters", retired couples or families with teenage children. The group can be broken down further into the following types:

B05: Premium Fortunes
Asset-rich families with substantial income, established in distinctive, expansive homes in wealthy enclaves.

B06: Diamond Days
Retired residents in sizeable homes whose finances are secured by significant assets and generous pensions.

B07: Alpha Families
High-achieving families living fast-track lives, advancing careers, finances and their school-age kids' development.

B08: Bank of Mum and Dad
Well-off families in upmarket suburban homes where grown-up children benefit from continued financial support.

B09: Empty-Nest Adventure
Mature couples in comfortable detached houses who have the means to enjoy their empty-nest status.

See resources for a full list of Mosaic groups

You can select multiple different types or whole groups, whichever suits your demographic best. As you can see, breaking down your customer database and creating a demographic profile, will help you acquire targeted data and improve your response rates. Let's have a look at an example report and break it down.

Target
The number of records in your customer file that match the base file for that category. Also displayed as a % in the next column. In layman's terms a score over 100 is above average.

Base
The number of records in the base file for that category. Also displayed as a % in the next column.

Pen
The target count divided by the base count.

Index
The index is a measure of the % distribution of the target file compared to the % distribution of the base file. Essentially this is your ideal demographic and effects the probability of success for campaigns. The higher the score the more customers you already have in that category, therefore your brand is resonating with people in that section. If you were to target those people, your response rate should be higher.

	Category Name	Target	%	Base	%	Pen	Index
A	City Prosperity	1,675	0.3	2,159,546	3.6	0.08	9
B	Prestige Positions	13,997	2.6	4,751,983	7.9	0.29	33
C	Country Living	75,725	14.2	2,576,622	4.3	2.94	331
D	Rural Reality	139,815	26.1	2,940,179	4.9	4.76	536
E	Senior Security	44,906	8.4	4,223,004	7.0	1.06	120
F	Suburban Stability	48,914	9.1	4,492,567	7.4	1.09	123
G	Domestic Success	20,131	3.8	4,933,423	8.2	0.41	46
H	Aspiring Homemakers	13,297	2.5	3,638,350	6.0	0.37	41
I	Family Basics	23,686	4.4	3,807,002	6.3	0.62	70
J	Transient Renters	54,764	10.2	5,968,790	9.9	0.92	103
K	Municipal Challenge	8,131	1.5	3,595,448	6.0	0.23	26
L	Vintage Value	22,667	4.2	3,314,009	5.5	0.68	77
M	Modest Traditions	44,629	8.3	4,730,954	7.8	0.94	106
N	Urban Cohesion	13,446	2.5	4,666,352	7.7	0.29	32
O	Rental Hubs	9,316	1.7	4,553,971	7.5	0.20	23

Using the above example you would want to target people who fall into categories C, D, E, and F to ensure you get the best possible response rate for your campaign.

Buying Data

Offline marketing has tried and tested results of new customer acquisition, so how do you attain new customer data? You purchase it, and there are many, many, data houses that supply GDPR compliant data for you to mail. However, there are many different types of data you can purchase.

New Data

This is nice and simple. You use filters on top of the main profile from the previous section. Using the filters will help you more accurately target your demographic profile or narrow the data to fit your budget better.

For example, you may want only data for 50,000 named addresses, which fall in the B05: Premium fortunes Mosaic type to fit your budget. Or you may want to target a certain region. Here you can filter by postcode regions within the B05: Premium fortunes Mosaic type. HELPFUL TIP - turnaround time is usually 7-10 working days, but 48-hour turnaround is typically available for a surcharge.

Co-op Data

Co-operative data is the same as buying new data with one additional filter, transactional data. This filter tells you that a consumer is actively buying products within your product price point.

The data houses obtain this information by asking their customers, I.E. you, to share their order report file after a mailing has been sent out. They then run a report that matches the customers who have ordered against customers who bought a product. This is called a match back report (also a great way of measuring how successful your campaign was, see review your campaign).

The upside of co-op data is that it is generally cheaper than standard profiled data and can be more successful due to the highly targeted nature of transactional data. The downside is you must share your results and therefore, in theory, you could be helping your competition.

Co-op data does not allow you to ask for specific companies data as this breaks GDPR protocol. To be part of the co-op data pool, you must also amend your GDPR documentation and ask your customers to opt-in to sharing data with third parties.

Additionally, co-op data is not available to financial companies but works best for the retail industry. HELPFUL TIP - This data is perfect for smaller companies or brands who are trying mail campaigns for the first time!

Data Swapping

Data swapping used to be something that many companies did. However, since the introduction of GDPR, this has pretty much ground to a halt. But if you and the company you are swapping data with have clauses in your GDPR documentation and your customers opt into sharing their personal info with third parties. There is no reason why this still couldn't be a viable system of getting data. This works particularly well if you have two business who have the same customer demographic and no conflict of interest.

Lifestyle Data

As with data swapping, lifestyle data was much more prevalent before GDPR became the law. You used to be able to buy data on people on all sorts of lifestyle changes such as babies being born and more. Now, you are limited to house movers, birthdays or age-specific data that allows you to target people over a certain age.

Be aware that house movers data becomes more expensive the closer to the move date you are (typically £450 per 1000 for the week of the move or £110 per 1000 6 months after the move).

We recommend being vague when designing your advert. As the message can come across as intrusive if a prospect gets an advert saying happy birthday from a company they never heard of before. This data is not illegal, but the perception can be portrayed as such.

Partially addressed

Partially addressed mail was introduced as an incentive by Royal Mail to stimulate the market again after the GDPR changes were introduced on the 25th May 2018. This data carries no personalisation making it 100% GDPR compliant. You are marketing to the house, not the people living there. All the same filters and profiling is still available to you as with all other available data we have covered. But the cost is significantly lower. Typically you can expect to pay £3000 for 750,000 records (postage rates for this type of campaign are also lower, see postage).

Because you can't use names on the addresses, you can set salutations such as "Dear chocolate lover" or "Dear chief tea maker" to grab the consumers attention. However, because there is not a name on the mail, the open rates aren't as high as addressed mail. HELPFUL TIP - This type of data and mail works best for larger mailings.

Postage

On average our customers find that postage is 56.3% of the total cost of their campaign, so it's crucial you get it right. Arranging postage for your campaign can be tricky, and if you are not careful, it could cost you hundreds if not thousands of pounds more than it needed to.

Advertising Mail

The first and easiest way to save money on postage is to ensure your campaign qualifies for Advertising Mail. To receive Ad Mail, there are a few criteria you must meet. Your mail must:

Contain 100% advertising mail

Defined as a posting comprising a largely uniform message to all addressees, with the purpose of promoting the sale or use of products or services, or to encourage contribution to, or support of, a cause.

Be either letter, large letter or parcel (see Formats further on)

You are only able to send mail under the Advertising Mail umbrella if they fall in the letter, large letter and parcel formats.

Submit a sample to Royal Mail

The sample must be an exact sample including contents.

Meet data cleanliness requirements

This can get complicated, but at the simplest level, you must provide data that is cleaned and reaches certain levels, at least 30 days before your post date. You must also show proof of a suppression file that you hold. This suppression file should contain the details of people who have opted out of your marketing.

Be sorted by High or Low Sort (see Sorting further on)

More details further on but the mail must have gone through some form of a sort. Either Mailmark or Highsort are the most common options.

Meet minimum volume

The minimum volumes are 4000 for letters and 1000 for large letters or parcels. The price difference between advertising mail and a regular tariff is astronomical. If you are sending 3200 mailings out as part of your campaign you are usually much better off increasing that to 4000.

Without Ad Mail, you are essentially sending your marketing mail by regular post. Even though there may be many criteria to meet, thousands of companies each month send mail by Ad Mail. It's simpler than it looks.

Source https://www.royalmail.com/business/system/files/Advertising-Mail-May-2019.pdf

Incentives

Royal Mail is continually rolling out incentive schemes to promote offline marketing channels. Before we take a look at some of the incentives that are available. (All correct at time of writing April 2020.) The best start is cleaning your data. As we talked about in the previous chapter, the best savings you can make on postage all revolve around clean data.

Incentives are a great way to save money on postage, and qualifying for them might be easier than you think. For example, you can be eligible for the Testing and Innovation incentive by making a small change to the artwork. Below are the main incentives that run all year round, but others are added periodically.

DOOR DROP
New User

10% DISCOUNT
Qualify for 10% off standard door drop rate card.

TO QUALIFY
You have not used door drop in the last 18 months or ever before.
The weight of the door drop can be up to 100g.
And is available on volumes of up to 2m items.

DOOR DROP
Testing & Innovation

15% DISCOUNT
Qualify for 15% credit on standard door drop rate card for trying something new.

TO QUALIFY
You must distribute a minimum of 50,000 standard door drop items.
Available to a maximum volume of 1,000,000 and with a maximum of 2 tests per year.

DOOR DROP
Advertising Growth

Negotiable % DISCOUNT
If you decide to increase your door drop volume, we can negotiate a discount.

TO QUALIFY
The discount is applied by volume bands, and the discount will increase the more volume you do.
The agreement can be for up to 12 months.
For items up to 200g with a minimum of 500,000 incremental volume.

Offline Marketing

DIRECT MAIL
New User

15% DISCOUNT
On postage available on Retail and Wholesale Advertising Mail.

TO QUALIFY
The discount is applied to 3 mailings over a period of 12 months.
The minimum volume is 5,000 items within Retail and 10,000 items with Wholesale.

DIRECT MAIL
Testing & Innovation

15% CREDIT
Postage credit available on Retail and Wholesale Advertising Mail.

TO QUALIFY
The test must be carried out over a 6/12 month period.
The volume must be between 10,000 and 1,000,000 items.

DIRECT MAIL
Advertising Growth

15% CREDIT
Postage credit on incremental volume when you commit to mailing more on Retail and Wholesale Advertising Mail.

TO QUALIFY
The discount is applied over a 12 month period.
The minimum incremental volume is 150,000 letter items or 75,000 large letter items.

HELPFUL TIP
It's always worth checking with Royal Mail Marketreach to see what incentives are available at the time of your campaign.

It's not as easy as ticking a box to apply for them. You must fill a form in, giving answers to questions such as: Why are you running the test? Roll out plan? Volume? A good marketing agency will be able to guide you through this mine field, as not fully answering the questions could result in the application for an incentive being rejected.

Incentive correct at time of writing. Source Marketreach - Summary incentive schemes April 2019

Additional Incentive

At the time of writing Royal Mail are running an incentive on QR codes and personalised URL's (as part of the testing and innovation incentive). Below are the specifications for this incentive. Available from 1st June 2020 to 31st December 2020.

In other countries QR codes have taken off big time – in 2014 Adobe undertook a study of four countries putting usage at 29% in Germany, 28% in France and 26% in the UK and US.

In other countries, such as China, the QR code is used by pretty much everyone: Fuelled in part by WeChat having QR technology built in and the fact that if you speak Mandarin, typing in a URL using the Roman alphabet isn't that easy. Payments can be made by scanning a QR code at a shop, or by having a shop scan a QR code on your phone to take money from your account – these are used in taxis, coffee shops and even by buskers.

In the UK the uptake of QR codes has been slower but with the advent of Apple phones in 2017 having QR readers built into the phone camera why hasn't there been more take up? Marketers have not adopted at rates of other nations to make a link between print media and digital.

Examples of well designed QR Codes

All images and copy taken from Royal Mail Marketreach QR incentive.

ADVERTISING MAIL QR CODE/ PURL

SAVE UP TO 15% OFF*
Test a QR / Touch code or PURL in a mailing.

TO QUALIFY
To qualify you must carry out the test over a period of up to six months. You can test as few as 10,000 mailing items and as many as a million.

*Paid as credit on next mailing

Sustainability Discounts

Royal Mail offers discounts for eco-friendly campaigns called Responsible Mail. The discounts can be substantial and save you potentially thousands of pounds. Much like the incentives, you must reach targets set out by Royal Mail. There are two branches for this incentive, an entry-level and an intermediate level. These targets include but are not limited to:

- Is it a direct mail campaign? Responsible Mail is only eligible for direct mail campaigns with broadly the same message.

- The format must be a letter or a large letter & must be a minimum of 4000 items to send.

- Data must be clean and meet at least 90% against the PAF.

- Are the contents made from recycled stock or from a sustainable source?

- Is there less than 90% ink coverage?

- Does the messaging contain a clear recycle logo?

- Do the manufacturers of the piece hold the FSC or PEFC accreditations.

As you can see, there are many boxes to tick, and some can get confusing. Speak to your current postage provider about this as all good operators should be able to guide you through this process easily.

Format

When we talk about the format in terms of postage, we are referring to what format size your marketing piece falls within. By establishing what format bracket your piece fits into, will vastly affect what type of postage you can apply for. Below are the format brackets that are currently available for Ad Mail:

Letter
Max weight - 100G
Max length - 24cm
Max width - 16.5cm
Max thickness - 5mm

Large Letter
Max weight - 1750G
Max length - 35.3cm
Max width - 25cm
Max thickness - 2.5cm

Small Parcel
Max weight - 2kg
Max length - 45cm
Max width - 35cm
Max thickness - 16cm

Base stock supplied to the mailing house from printers

↓

Your addresses are printed on to your base stock in the mailing house

↑

Data sent to mailing house

↑

DSA sort your data in accordance with the postage scheme your campaign fits into e.g. Mailmark

↑

You supply your data to the DSA

→ Sequence maintained →

Collected by DSA

↓

Combined at DSA Hubs

↓

Delivered into Royal Mail Hubs

↓

Delivery out to Royal Mail Local Depots

↓

Delivery to letter box by postman

Here is an overview what mailing houses and DSA providers do with your campaign.

Now lets take a deeper look at them…

Mail Houses

Mail houses confusingly don't mail your post. They are responsible for the personalisation and "preparation" of the campaign. Personalisation can be addresses or unique codes. Printers typically don't have the facility to do this kind of printing in house and usually outsource this service. There are three main types of personalisation:

Lasering

- High quality, black only, can be simplex or duplex, and covers all areas of the 'sheet.'
- Limited to a single sheet (postcard or letterhead), typically 80gsm – 350gsm.
- Generally done on sheets for small and medium runs, and off a reel for large runs.

Inkjet

- Lower quality, black only, simplex only, and a single head typically covers about 60mm.
- More versatile, so can personalise thick brochures.
- To customise laminates, sealed finishes or poly then it needs to be a solvent-based inkjet.

Digital

- Full colour, high quality, simplex or duplex, and covers the whole sheet.
- Much more expensive, and typically used when the entire piece is printed fully digital.

Mailing houses also turn the different elements of your campaign into a complete marketing piece. They stuff envelopes, wrap brochures, apply tabs for sealing and sort the post ready for the DSA's to do their final sort to ensure you get the best possible discount available.

Downstream Access Providers (DSA)

DSA's are companies that take over once your mail is produced and personalised. DSA's DO NOT post your mail. Royal Mail will always deliver your mail (with the exception of door drops), DSA's sort, collate and deliver to Royal Mail who then go the last mile. There is a plethora of DSA's such as Whistl, One Post, UK Mail, Citipost, to name just a few.

Downstream access was first introduced in 2003, ending a 350-year Royal Mail monopoly. Having DSA providers is great news for you, the consumer, as competition keeps prices down. On the other side of the coin, the number of options you have can be confusing. DSA's typically offer a complicated price list, with each provider offering it in a different format than the next.

Sorting

Sorting is an essential step within the planning and production stages of your campaign. Sorting depends very much on what format, the shape, size, even the flexibility of that piece. There are two main options, Mailmark and Highsort. Essentially on a basic level Mailmark is machine sorted and Highsort is a hybrid of machine and people sorting your mail.

Mailmark

Mailmark is usually the cheapest way to send your marketing mail out. However, there are some rules to follow. There are too many to list here, but here are the main ones.

- Only available in letter or large letter format

- Max size: 165mm x 240mm x 5mm (C5+)

- Min size: 90mm x 140mm x 0.25mm

- Maximum weight - 100gsm

- You must include at least one Mailmark barcode types. (See opposite)

- Sealed on all edges

As you can see, there are lots of rules and depending on your design abiding by these rules, can result in your campaign starting to look like thousands more. What other postage options are there that allow for more bespoke mail?

4 state Mailmark barcode

2D barcode type 9

2D barcode type 29

2D barcode type 7

Example of mail barcode

Mr A B Sample
1 Sample Street
Sample Town
Sampleshire
ZX99 9AB

Highsort

If your marketing piece doesn't tick all the boxes for Mailmark, then Highsort is the next best thing. The types of formats that Highsort caters for include, naked mailers (typically a brochure despatched without a protective sleeve or wrapping), tabbed mailers (where a sticky tab is used to seal the piece), oddly shaped pieces, plus many more. Due to the process of manually sorting, this sorting method is usually more expensive than Mailmark

Postage Abroad

The world is always shrinking, and you may want to send your marketing campaign abroad. The power of offline still holds true for the rest of the world, but posting overseas will also bring a new set of rules, which change for each and every country. Let's take the US, for example. You have your printed your stock here. You will need to find a data house that specialises in that country you are despatching in. But how do you ship to the US? We use worldwide postage companies who cross-reference all the options based on price vs turnaround.

So, for the US we may use a European postage supplier because they offer a better rate based on a slower turnaround. Alternatively, we may airfreight directly to the US using USPS because there is a particularly good rate and turnaround. Essentially you pay the local tariff, and then haulage to get it there, which is what dictates the price and turnaround.

Other tips

Staggered Mail - By staggering the delivery of your mail allows you to keep on top of orders, requests and different types of demand that a successful offline campaign will attract.

Proof Of Despatch - You can request a confirmation of despatch from your DSA provider, and they should supply you with a copy of the dockets as proof of delivery to Royal Mail.

Personalised Indicia - Personalised indicia sit next to the mail mark (where the stamp would usually go). The indicia can be full colour and contain anything you wish. It's a great way to get your brand in front of your customers' eyes before they even open the envelope/parcel.

Example of personalised indicia
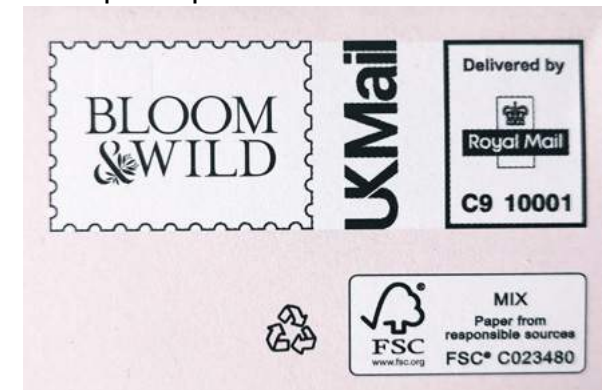
Postal Campaigns Circle Of Life

Direct Mail, Partially Addressed Mail and Door Drops are executed and produced in a very similar way, although they accomplish very different goals. Let's have a look at the timelines for these and the steps you must take to get the best out of these essential marketing channels.

Before we dive in to the timelines and what to do and where. Let's remind ourselves of what a postal campaign is. A postal campaign can be any one of the following channels:

Direct Mail

Direct mail is the most popular form of a postal campaign. A piece of direct mail can be anything that is delivered to a household. The data on a piece of direct mail can be very highly targeted down to the individual.

This channel works great for both new customer acquisition and current customer marketing, but is perfect for customer reactivation. Direct mail boasts some of the highest conversion rates across all marketing channels including online.

Direct mail is the most versatile and scale-able form of postal campaign.

Partially Addressed Mail

Partially addressed mail is the newest member of the postal campaign family. Introduced by Royal Mail in 2018 after the GDPR legislation became law to kick start the industry again.

The data is still highly targeted like direct mail, but because you only market to the household not the individuals that live there, data is cheaper than direct mail.

Partially addressed mail works best for large scale prospect mailings. Response rates are not as high as direct mail but the cheaper rates and data may outweigh this.

Partially addressed data is one of the cheapest forms of data you can purchase, plus this type of campaign can have hefty postage discounts applied by Royal Mail.

Door Drops

Door drop campaigns are much like direct mail with the exception that they are less targeted. Door drop data is primarily based on geolocation. Data can still be profiled but not individually targeted. For example you target a specific street postcode or location.

This channel is best utilised as blanket marketing for advertising local events such as store openings, or for local councils who want to speak to their constituency.

Door drops are not always delivered by Royal Mail. Other delivery services may deliver door drops depending on who you choose to use to arrange your drops. Door drops are one of the most cost effective ways of marketing.

Planning - Whom are you going to target? What are you going to offer? Why are you running a marketing campaign? What format are you going to be using? Will you be making it eco-friendly? What are your objectives? Answer all the questions before moving onto the next stage this will help you from drifting off course. (See Planning chapter)

The planning stage is where you will have the most involvement. Follow this timeline to ensure you complete each step.

Data - Purchase your data if needed. Then get your data cleaned then send it to your mail house and DSA's as soon as possible.

Incentive - What incentive will work best for your campaign? Remember some incentives require certain criteria to be met on your artwork.

PLANNING

Profiling - Profile your current data to find your perfect demographic.

Stock - What are you going to be printing your message on? It's important to have this in your head as it can effect lead times.

Work out the land date. Then work backwards from this giving yourself at least five weeks for production.

Quotes - Start getting your quotes together for printers, mail houses and DSAs.

Remember to take into consideration previous campaigns and apply the knowledge to this current campaign. This is the stage where your whole campaign will either succeed or fail. A well planned campaign is a successful campaign.

Artwork- Get your artwork started. Remember if you are planning on sending a brochure, the artwork will take much longer than a leaflet.

If not managed correctly the production stage can cause huge delays. If you are late approving each of the potentially three approvals, this can have serious knock on effects.

The same goes for changes for example if you decide to increase or decrease your order or change artwork. Many printers, mail houses and DSA's plan their production weeks in advance and changes can mean your jobs are pushed back by potentially weeks.

Your data is sorted ready for the mailing house

Send your artwork to the printers. Any delay here may have consequences meeting your deadline

Artwork proof - Approval from the printers on what your marketing piece will look like. You may request printed proofs, note this adds time.

Your printed stock is sent to the mail house

Stacking proof (SEP). Approval from the mail houses for the order and orientation of your package. If you are putting a pack together in an envelope, what order should the pieces be packed? If there is a brochure, should the folded side be at the top to ensure customers don't rip it trying to get it out the envelope?

Live proof - Approval from the mail houses on how your personalisation will look. Such as printed addresses and unique codes..

PRODUCTION

Mail house will personalise your stock.

Mail house will pack your envelopes (if needed) then sort into agreed sorting plan.

Depending on the type of format you have chosen you may not need every step such as postcard mailing will not need packing into envelopes. Therefore you will not need a stacking proof.

Distributed further to local delivery hubs and further sorted into walking routes, (the routes the postman takes when delivering)

It's important to remember that different DSA's will have different methods of collection and require the pieces to be arranged and or sorted in various ways.

One DSA may require the pieces sorted into hundreds and placed in to grey trays, then into yellow containers.

Check with your DSA to ensure the mailing house will pack your campaign to your DSA's specifications.

Your pieces are delivered to their respective Royal mail transports hubs.

DSA will sort in Royal Mail transport hubs, if needed.

FULFILMENT

There is not a great deal for you to do in the fulfilment stage but you can prepare for the responses. Make sure you have the capabilities for a sudden increase in interest in your business.

Whether this is phone calls, sales and emails. How will you handle enquiries, does your sales team know to expect an increase in volume? It seems obvious but running a campaign and handling the responses poorly can be detrimental to your brand.

DSA will collect the sorted, personalised and packed stock, if needed.

Your campaign has been delivered and the responses are in. Now what? Now review your campaign in as much detail as possible. This is important to do to accurately measure if your campaign was a success or not. Which of the A/B test worked better? Was your ROI as expected? See the next chapter to see how to accurately report on your campaign.

Then take what you have learnt and use that information to make the next campaign better. Never lose focus after running many different campaigns, attention to detail is always vital. Make sure you are still A/B testing, cleaning your data and following every rule 10 campaigns on.

REVIEW

Back to planning - Take what you have learnt from this campaign and apply that to the next.

Ask yourself the following:
Have you hit your targets?
Have you had any customer feedback?
Is there anything else you wish you could have done/included?
If you were going to do this again, what would you do differently?

Track the data (See Reviewing your campaign).

Responses come in.

Marketing material is delivered to your customer/prospect.

Postal campaigns circle of life

Review

Ensure to review your outcomes in as much detail as possible. Take what you have learnt and start planning your next one.

Planning

Plan your campaign as thoroughly as possible. Don't forget steps like A/B Testing, cleaning or buying data.

Fulfilment

Use this time to make sure you and your company are ready for the increase in sales, leads and traffic.

Production

Make sure to send your artwork, data and approvals across as soon as you can, as this will hold up production.
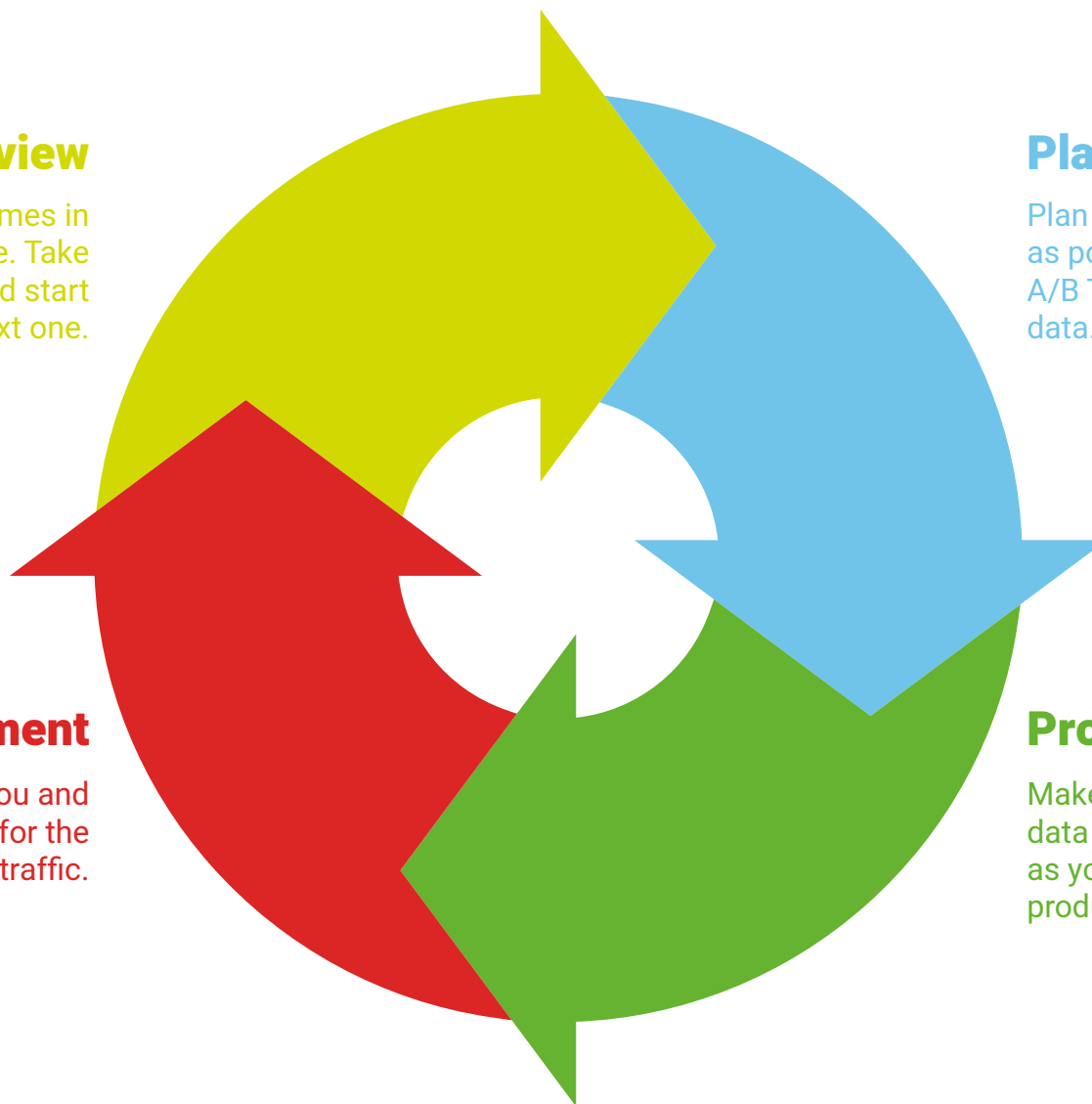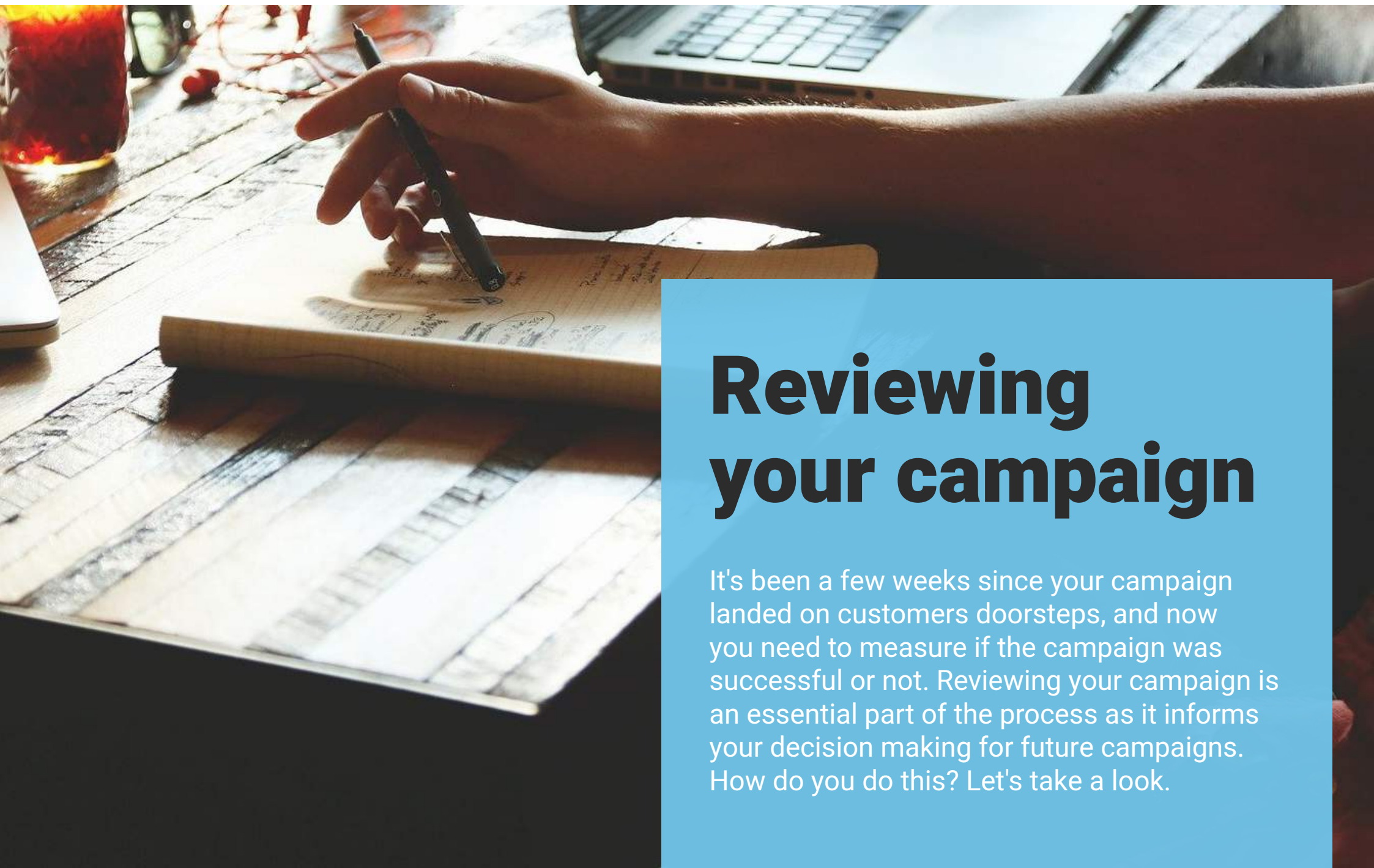
Reviewing your campaign

It's been a few weeks since your campaign landed on customers doorsteps, and now you need to measure if the campaign was successful or not. Reviewing your campaign is an essential part of the process as it informs your decision making for future campaigns. How do you do this? Let's take a look.

Success is measured differently if your goal was to drive traffic to your site compared to lead generation. Let's take a look at the different methods of campaign reviews. We are going to take the four main goals of marketing.

SALES GENERATION

This can be as simple as checking if your sales have increased since the campaign landed or if you have personalised codes, you can see what codes have been used. Directing people to unique landing pages, PURL's and QR codes can all help with the attribution of orders.

LEAD GENERATION

We are going to assume you are always tracking the leads that come into your business. But how do you separate an organic lead over a marketing campaign driven lead? Ask them, either when the first contact is made or customer surveys.

WEBSITE TRAFFIC

If your mission was to drive traffic to your site, then the best way to track your success is Google Analytics. We are going to assume you know your way around the analytics pages. There are other 3rd party analytic tools such as Leadfeeder and Kissmetrics which may better suit you.

BRAND AWARENESS

This is probably one of the trickiest goals to measure and would include a mixture of everything else previously mentioned. There is also JICMail. JICMail can help to review your campaign by seeing if it has been delivered to one or more of their 1000 rotated monthly surveyors. (See our Planning section)

Code tracking

Code tracking is a big part of judging how successful your campaign has been. If you use one code on every piece, you can get a good sense of how your campaign did by measuring how many people used that code. Always keep in mind that codes may not be used, in some cases up to a third of codes will not be used even though the targeted person still bought something.

Generic codes can be copied and shared out, so the reach may be higher for the marketing campaign. Unique codes are codes that are assigned to each person or household on the mailing list. This way, you can see which person redeemed the code. Using unique codes when performing insert marketing can give a better representation which parcels are working. For example, if you give half the campaign to box A and half to box B. Be sure to track what code ranges went to each distributor to see which one performs better.

But why leave it there with only top-level information or what happens if a person didn't use a code? Doing a match back report will help you see in immense detail, how your campaign performed. This only works for lead generation and sales generation goals and on campaigns where you have the customers data. Usually, direct mail (can see detail down to the individuals in the household) and to some extent partially addressed mail (only able to see the household data), then to an even lesser extent door drop campaign (you will be only able to see area detail).

What is a match back report?

A match back is a report that allows you to compare the send data (the names and addresses you sent the campaign to) and your sales/lead data. You can compare down to the individual (if you have the data) so you can see exactly how your campaign performed. Doing this, answers the question, did this particular marketing bring in this sale or was it organic? Which can be hugely advantageous for future campaigns! Match backs are the best report for measuring campaign success accurately. Below is an example of a few pages of our matchback report.

Insight 8 – Av' Trans' Per Cust

The average transaction per customer is **1.56**

Insight 3 - Orders

Your campaign generated **330** orders

Insight 1 - Recipients

Your campaign was sent to **12345** households **NATION** wide!

Overview

	Response Rate	Average Customer Spend	Qty Of Orders	Average Order Value	Total Invested	ROI
Expectations	3%	£100	250	£100	£10,000	£2.50 per £1
Your Campaign	4%	£97	330	£110	£10,000	£3.63 per £1

As you can see, you attribute every penny earned to a particular campaign.

How to produce your own match back report

The first thing to mention right off the bat is that you are dealing with personal information. Do not share your data unsecured and it's always a good idea to work off servers rather than saving this data on your personal computer. Secondly, this is just one way of producing this type of report. Once you understand the principal, feel free to find your own way. The first process is to download your sales data. We recommend using a time range from 2 weeks before your campaign landed, to around 4 weeks afterwards. This ensures you capture [hopefully] the spike of sales when the piece lands, plus leaving the time frame for 4 weeks after ensures you grab any stragglers.

Second is to create a graph showing days on the x-axis and the sum of the sales on the y-axis. This will show you that spike of orders we mentioned before.

Next is to match your data. Essentially this is a lookup; the main criteria we want to match are names and addresses. Excel is excellent at looking for matches, but they have to be exact. What if there is a small discrepancy on either set of data? You could be looking for MR Andrew Fake, but they could have filled in your online order form as Fake, MR Andrew or Andy Fake. You can see how this can get tricky. Luckily there are programs available that look for "fuzzy" matches. A fuzzy match is a match where the majority of the fields match, how much matches or doesn't match is down to you. Excel has a fuzzy match add on, or you can use programs such as Winpure. It's good practice to go through the finished matched data to ensure nothing "strange" has slipped through the net. Using fuzzy matches is not an exact science.
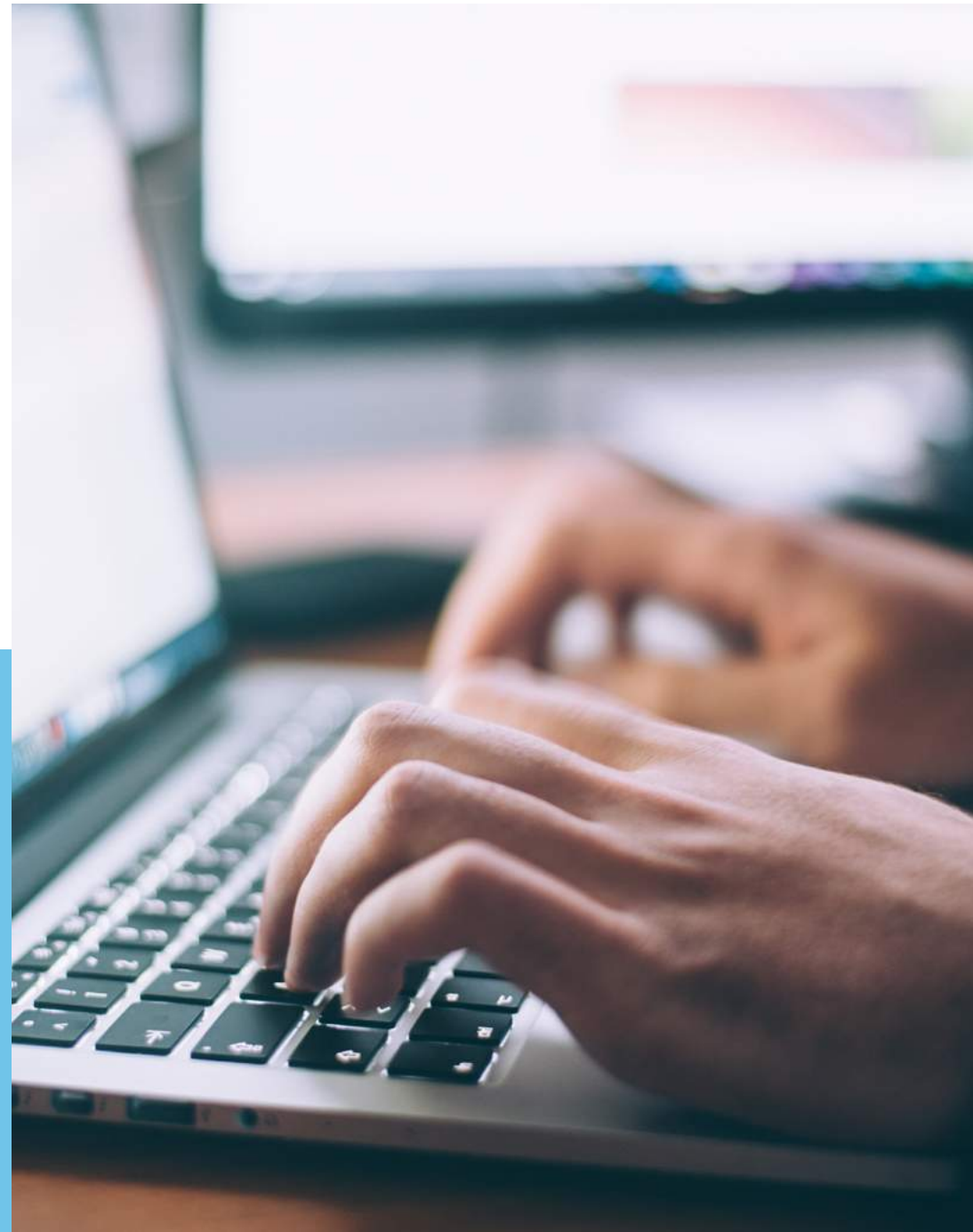
How to produce your own match back report continued

Now you have one set of sales data that only contains data that's been matched. With this data, there are a plethora of sums you can perform. We recommend doing the following:

A total sum
This gives you the total revenue from the campaign. Minus your campaign expense gives you an ROI that is accurate to the penny.

Average per transaction
This provides you with the average order amount.

Average per person
Doing this will give you the average spend per person. This differs from the above as people can order multiple times.

Average per household
This provides you with an average per household. You can then see if the marketing piece had extended its reach from the person on the address (if you had a name on the address).

Qty of orders
Total sum of orders that are a direct result of your campaign.

This report is labour intensive, but we have found it to be the most comprehensive way of reporting the success, or failure of an offline marketing campaign.

Offline Marketing

Insert Marketing

Insert marketing is the act of marketing within distributions. These distributions can either be your own or a third parties boxes, magazines or newspapers. The explosion of online ordering and subscription boxes has seen insert marketing methods rocket in recent years. This can be one of the most cost-effective forms of attracting new customers and cross-selling products as it does away with the postage costs.

We have concentrated on campaigns that are posted, and although there are differences, much of the guidance is still relevant. You still need to ask yourself the same questions, plan, decide on formats, profile your demographic, A/B test, design and create your piece in the same way. But this is where insert marketing breaks away, instead of buying data and posting. You simply pop them into either your distributions or 3rd party despatches.

Why do inserts work?

For many years large international businesses have been the biggest players in insert marketing, using huge scale distributions to blanket as many people as possible. This trend is stepping aside, and now smaller, highly targeted insert marketing campaigns are more popular.

Choosing the right collateral for your insert to be "inserted" into should always be your first priority. See our data section to see how to profile your ideal demographic. Choosing the right collateral should be as easy as 1, 2, 3.

1. Profile your demographic.
2. Pick the collateral you wish to insert into.
3. Ensure there is no conflict of interest (such as competitors.)

Inserts work because they are always seen, the customer will never not open a package. You know customers already have an interest in the industry you are in (sportswear or gyms, for example). Plus they are already in the right frame of mind for your marketing, as they are already reading about or opening a parcel from a company within your industry; whether that is you or a 3rd party.

Putting your messages in your own parcels

Putting your marketing in 3rd party distributions

Insert Swaps

Affinity Inserts/ Co-branded

If you are sending out parcels, whether this is subscription boxes, customer orders or magazines and you do not include your own messaging, you are missing a huge marketing opportunity. The chance to cross-sell your products or services. You are already sending the parcel so the only cost would be the manufacture of the insert.

Let's say you are a national gym; you would want to advertise either in fitness magazines or in sportswear order boxes. This would match your profiled demographic, and there would be no conflict. The companies would charge you a fee for advertising within their despatches, but this is usually cheaper than postage charges. There has also been a trend in recent years of including inserts in forms of direct mail. As you don't have to pay for postage this form of marketing is one of the most cost-effective channels available to you.

Sometimes you and the 3rd party can swap inserts! Let's take the gym example again. Your gym produces a monthly fitness magazine that goes out to 15000 people per month. The sportswear company that you want to advertise in, despatches the same amount of parcels per month, and they are looking to advertise too. It is beneficial for you to advertise in each other's despatches. Doing this means the only outlay would be the production of the inserts themselves.

Affinity or co-branded inserts act the same as the 3rd party collateral inserts with one major difference; they have both yours and the 3rd parties branding. This gives the perceived impression of the 3rd party giving their endorsement to your brand/ company. This type of insert can outperform "standard" inserts because of the perceived endorsement. Marketing is a trust game after all.

Designing your insert

When designing your insert the same offline rules apply (see creating and designing section), but there are a few key elements to always keep in mind. By their very nature inserts are usually small, thin, formats – the most common is a DL voucher size – therefore remember to keep your copy short and to the point. As with all marketing, ensure there is an eye-catching headline.

The final key point to remember is probably the most important; the offer must be big. By big, we don't just mean large concerning the design (but a large eye-catching offer is not a bad thing) but make a big deal of the offer. Put the offer on cards that can be taken off the main insert. We have seen through A/B testing a 20% uptake on conversions opposed to inserts without. Or use foiling or varnishes to really highlight and grab the readers attention. The offer is the most important design aspect on an insert.

An example of a well designed voucher. The offer is clear and attention grabbing, You instantly know what is being advertised and the clear valid until date puts pressure on the consumer to act fast.

HELPFUL TIP

A good agency will have existing relationships you can utilise to both sell space as well as finding space for you to advertise.

Cost vs performance

Inserts should not be an "add-on" marketing piece but a campaign in their own right. The performance of inserts is not as high as direct mail. Conversion rates are usually lower. However, the cost of running an insert campaign can be up to 10 times cheaper than a direct mail campaign. Therefore insert campaigns can perform better when measured against ROI.

Programmatic Mail

Programmatic mail really started to become more mainstream in the early 2010s and has since cemented itself as a permanent tool in the modern marketer's toolbox. Programmatic direct mail merges the superior conversion rates of direct mail, with the speed of online marketing. This form of marketing can help convert abandoned baskets. Did you know, according to a Barclaycard study[1]. British shoppers abandon online baskets worth nearly £30 a month, potentially resulting in more than £18bn in lost sales every year.

HELPFUL TIP

Programmatic Mail should be thought of as a separate marketing channel and income stream not just an add on.

What is programmatic mail?

Programmatic mail is an automated system that sends out a piece of direct mail at a predetermined point. This predetermined point is usually at the point of abandoning a basket. The direct mail then lands on the customers doorsteps within 48 working hours and can prompt them to convert their basket. It does this by usually offering a discount on the goods or offering similar products.

How does it work?

It works by putting two HTML tags on the code of your website, and then it tracks the users on your website. You may need to amend your cookie acceptance literature to ensure you comply with GDPR guidelines. Then at your predetermined point, the letter is produced. The software has code built in to show what is in the customer's basket or similar items automatically.

Predetermined points

The predetermined point doesn't have to be abandoned baskets; it can be birthdays or other personalised points. You do need the customer's postal address, so programmatic mail is predominantly used to market to your current customer base.

Some examples to use programmatic mail:

Example 1: A customer has been looking at an article of clothing for a significant amount of time but didn't purchase it. Programmatic mail can be triggered to offer a modest discount code or the offer of free shipping to drive conversion.

Example 2: A new potential customer has been browsing your website and visited multiple pages. If the postal information can be captured via a pop-up, then a personalised offer can be sent to them.

Example 3: If a customer is wanting to cancel and have been browsing your site looking at how to cancel a subscription. A letter can be sent to encourage them to stay.

Does it work?

Due to its highly targeted approach, programmatic can achieve extremely high response rates. As the mail is triggered by a specific customer action, the volume you send is much lower than traditional mailers. The communication is also very personal, and studies show that 91% of customers are more likely to shop with a brand that provides personalised offers specifically tailored to them[1].

Case Study

A large national sportswear brand experienced a 6% uptake on overall response rates, 8% increase on overall order value and vitally a 14% decrease in abandoned baskets[2]. The high conversion rates shown here and the low cost (as the volume is minimal), ensure a high ROI.

Rolling monthly marketing

The way most programmatic direct mail works, is you pay a monthly subscription fee for a set amount of letters sent (if you go over they are charged a nominal fee per letter). By utilising this rolling monthly system you can constantly tweak, improve and increase your response rates, in a similar way as you would in an online campaign.

Designing your letter

The mailer consists of a double-sided A4, full colour printed letter and fully customisable C5 envelope. When designing your mailer, remember to pay special attention to the envelope. This is the first thing the customer sees and making it eye-catching and tantalising will increase open rates, do this by including messages on the front that say "special offer just for you". Keep your offer in mind and design around that. For example, if you are going to offer similar products, then these should take centre place of the letter.

Source 1 https://www.accenture.com/_acnmedia/PDF-77/Accenture-Pulse-Survey.pdf
Source 2 https://www.royalmail.com/sites/royalmail.com/files/2019-08/programmatic-mail-guide-oct-2017.pdf

Examples of well designed programmatic mail letters

Tips from 25 years experience of offline marketing

We have learned a lot from over 25 years in the offline marketing industry. Here are our directors top tips.
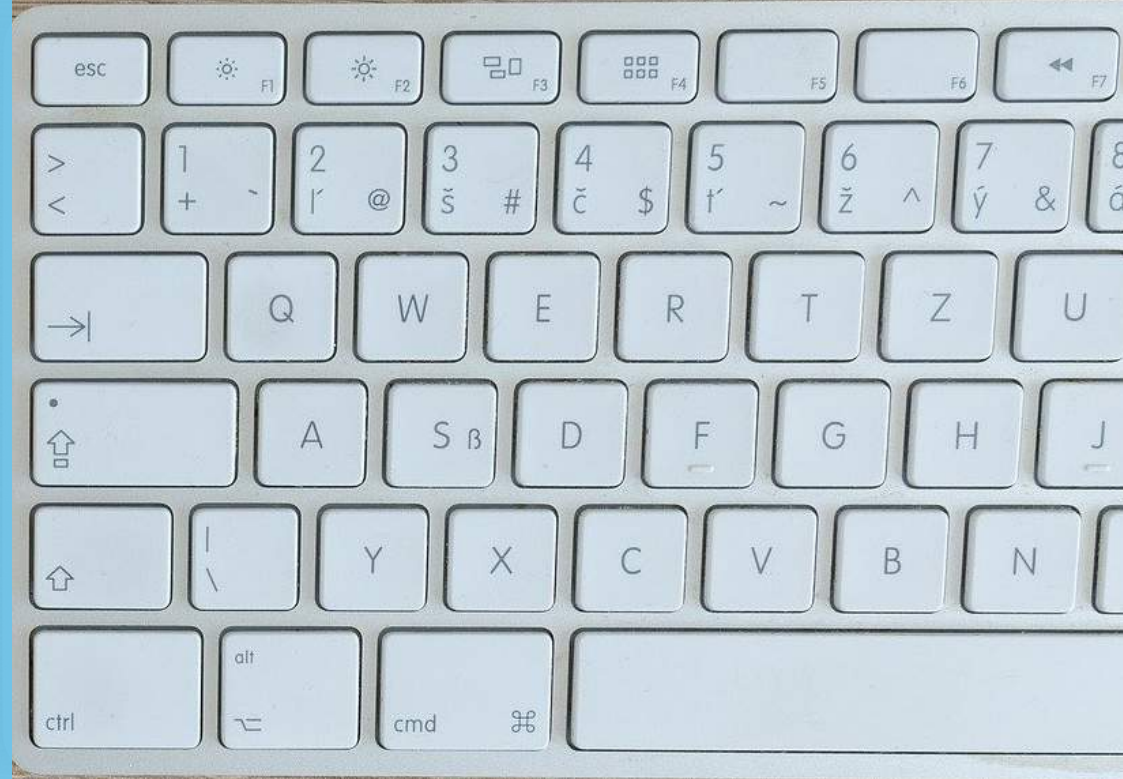
Phil Newton - Chairman

My top tips for anyone doing an offline marketing campaign are:

Test, test, test - Use every campaign as an opportunity to refine and improve your approach, and don't be afraid to try new things.

Always have an outcome in mind for each campaign. If you don't know what you're aiming for, how do you know if you've achieved it?

Make sure you know how you're going to track your results.

Ask for help - It can be very confusing so lean on the experts for help.

Guy Barker - Operations Director

In my years in offline marketing I have learnt the following:

Look at direct mail as an annual plan, you can bulk buy print and fulfilment at the best rates, and action potential postage incentives.

Give yourself plenty of time for a campaign, if you have a specific target date allow plenty of contingency for approvals and artwork amendments.

Keep your customer profile up to date to ensure you are tailoring your marketing accordingly.

Keep your data up to date, it will save you money in the long run, and ensure you optimise response rates.

Rob Newton - Managing Director

My tips for offline success are:

Look for business partners with a shared customer profile to work with. People are much more likely to take up your offer when it's recommended from a brand they trust.

Manage the business expectations by not over estimating your leads, remember to under promise & over deliver.

Always use the 40/40/20 principle. Remember, who you are sending it to and what your offer is, are far more important than how the piece looks.

Paul Newton - Sales Director

My time in this industry has taught me:

To consider all offline options. Don't just use direct mail because it's what you have always done. Your goals should determine which channel to use.

You could have designed the perfect brochure, but if the brochure weight is only 1g over the category, or the size is 1mm over, this could add as-much-as 30% to the cost of your overall campaign through postage penalties, which would hugely affect the CPA you're looking to achieve. Make sure all areas are considered, so there are no nasty surprises further down the line.

Conclusion

This "Ultimate Guide to Offline Marketing" white paper is the culmination of everything we have learned for over 25 years. The big wins and the mistakes, the good ideas and the not so good, the big campaigns and the small campaigns. Everyone who contributed to the paper hopes that you found it useful, and you now have a better understanding of running offline marketing campaigns. If you feel something is missing or would like more information please do get in touch, our passion is results based offline marketing, and we're always here to help.

Thanks for reading,
Phil, Rob, Paul, Guy & Andy

contact@offlinemarketing.co.uk
www.offlinemarketing.co.uk
01905 795 700

Offline Marketing PSE
EST. 1995

Further reading, helpful links and resources include:

The DMA - The Direct Marketing Association - They seek to guide and inspire industry leaders; to advance careers; and to nurture the next generation of aspiring marketers. www.DMA.org.uk

Woodland Trust - The wooland trust help to protect the environment through schemes such as carbon balancing. www.woodlandtrust.org.uk

JICMail -JICMAIL has been established by an industry-wide group to provide the same metrics for mail that are available for other channels and are used by planners regularly to help plan media campaigns. www.jicmail.org.uk

Marketreach - Royal Mail Marketreach was founded in 2012. They're a dedicated team of specialists with a unique set of skills, tools and free services to help you make money. www.marketreach.co.uk

Two Sides - Two Sides was created in 2008 with members from the graphic communications supply chain, creating a forum for the industry to work together and share experiences; improving standards and practices; maximising customer confidence in their products. www.twosides.info

BPIF -BPIF monitor the political agenda and identify threats and challenges to the British print industry. www.britishprint.com

Mosaic Categories

Mosaic is a cross-channel consumer classification system which segments the population into 15 groups and 66 types that helps you to understand an individual's likely customer behaviour.

A — City Prosperity

A01 World-Class Wealth
A02 Uptown Elite
A03 Penthouse Chic
A04 Metro High-Flyers

High value properties
Central city areas
High status jobs
Low car ownership
High mobile phone spend
High Internet use

B — Prestige Positions

B05: Premium Fortunes
B06: Diamond Days
B07: Alpha Families
B08: Bank of Mum and Dad
B09: Empty-Nest Adventure

High value detached homes
Married couples
Managerial and senior positions
Supporting students and older children
High assets and investments
Online shopping and banking

C — Country Living

C10: Wealthy Landowners
C11: Rural Vogue
C12: Scattered Homesteads
C13: Village Retirement

Rural locations
Well-off homeowners
Attractive detached homes
Higher self-employment
High car ownership
High use of Internet

D — Rural Reality

D14: Satellite Settlers
D15: Local Focus
D16: Outlying Seniors
D17: Far-Flung Outposts

Rural locations
Village and outlying houses
Agricultural employment
Most are homeowners
Affordable value homes
Slow Internet speeds

E — Senior Security

E18: Legacy Elders
E19: Bungalow Haven
E20: Classic Grandparents
E21: Solo Retirees

Elderly singles and couples
Homeowners
Comfortable homes
Additional pensions above state
Don't like new technology
Low mileage drivers

F — Suburban Stability

F22: Boomerang Boarders
F23: Family Ties
F24: Fledgling Free
F25: Dependable Me

Older families
Some adult children at home
Suburban mid-range homes
3 bedrooms
Have lived at same address some years
Research on Internet

Images Credit - Experian Ltd

Mosaic Categories

G — Domestic Success

G26: Cafés and Catchments
G27: Thriving Independence
G28: Modern Parents
G29: Mid-Career Convention

Families with children
Upmarket suburban homes
Owned with a mortgage
3 or 4 bedrooms
High Internet use
Own new technology

H — Aspiring Homemakers

H30: Primary Ambitions
H31: Affordable Fringe
H32: First-Rung Futures
H33: Contemporary Starts
H34: New Foundations
H35: Flying Solo

Younger households
Full-time employment
Private suburbs
Affordable housing costs
Starter salaries
Buy and sell on eBay

I — Family Basics

I36: Solid Economy
I37: Budget Generations
I38: Childcare Squeeze
I39: Families with Needs

Families with children
Aged 25 to 40
Limited resources
Some own low cost homes
Some rent from social landlords
Squeezed budgets

J — Transient Renters

J40: Make Do & Move On
J41: Disconnected Youth
J42: Midlife Stopgap
J43: Renting a Room

Private renters
Low length of residence
Low cost housing
Singles and sharers
Older terraces
Few landline telephones

K — Municipal Tenants

K44: Inner City Stalwarts
K45: Crowded Kaleidoscope
K46: High Rise Residents
K47: Streetwise Singles
K48: Low Income Workers

Social renters
Low cost housing
Challenged neighbourhoods
Few employment options
Low income
Mobile phones

L — Vintage Value

L49: Dependent Greys
L50: Pocket Pensions
L51: Aided Elderly
L53: Seasoned Survivors

Elderly
Living alone
Low income
Small houses and flats
Need support
Low technology use

Mosaic Categories

M — Modest Traditions

M54: Down-to-Earth Owners
M55: Offspring Overspill
M56: Self Supporters

Mature age
Homeowners
Affordable housing
Kids are grown up
Suburban locations
Modest income

N — Urban Cohesion

N57: Community Elders
N58: Cultural Comfort
N59: Asian Heritage
N60: Ageing Access

Settled extended families
City suburbs
Multicultural
Own 3 bedroom homes
Sense of community
Younger generation love technology

O — Rental Hubs

O61: Career Builders
O62: Central Pulse
O63: Flexible Workforce
O64: Bus-Route Renters
O65: Learners & Earners
O66: Student Scene

Aged 18-35
Private renting
Singles and sharers
Urban locations
Young neighbourhoods
High use of smartphones

Direct Mail Check List

Use this check list to ensure you have completed every task for the whole marketing campaign

Planning

☐ Brief your agency / printer.

☐ Define your audience. Profile your data and purchase new data (if needed).

☐ Define your offer.

☐ Pick a channel.

☐ What will you A/B test?

☐ Work out your landing date give yourself at least 5 weeks production time.

☐ What format are you going for, and on what paper stock?

☐ Check to see if you will qualify for an incentive.

☐ Create your artwork.

☐ Is your call to action, clear and concise?

☐ Clean your data.

☐ Ensure you have the ability to track responses and that you can handle the influx of interest/orders.

☐ Ensure you have a clear outcome for your campaign

Production

☐ Send artwork to the printers.

☐ Send your data to mailhouse and DSA.

☐ Approve artwork.

☐ Approve live proof.

☐ Approve stacking proof.

Review

☐ Track responses.

☐ Report back in as much detail as possible.

☐ Take what you learned from this campaign and apply it to the next, let's start planning.

☐ Get yourself a cup of tea you earned it!

Notes

PSE Offline Marketing

Door Drop Check List

Use this chck list to ensure you have completed every task for the whole marketing campaign

Planning

☐ Brief your agency / printer.

☐ Define your audience, target area, demographic

☐ Define your offer.

☐ What will you A/B test?

☐ Work out your landing date
give yourself at least 5 weeks production time.

☐ What format are you going for, and on what
paper stock?

☐ Check to see if you will qualify for an incentive.

☐ Create your artwork.

☐ Is your call to action, clear and concise?

☐ Ensure you have the ability to track responses
and that you can handle the influx of interest/orders.

☐ Ensure you have a clear outcome
for your campaign

Production

☐ Send artwork to the printers.

☐ Approve artwork.

Review

☐ Track responses.

☐ Report back in as much detail as possible.

☐ Take what you learned from this campaign
and apply it to the next, let's start planning.

☐ Get yourself a cup of tea you earned it!

Notes

Insert Check List

Use this check list to ensure you have completed every task for the whole marketing campaign

Planning

- [ ] Pick an insert channel. Such as 3rd party, etc.
- [ ] Define your audience. Profile your data to find your perfect demographic.
- [ ] Pick which 3rd party collateral you would like to advertise in.
- [ ] Brief your agency / printer.
- [ ] Define your offer.
- [ ] What will you A/B test?
- [ ] Decide on specials like foiling.
- [ ] What format are you going for, and on what paper stock?
- [ ] Are you going to use unique codes?
- [ ] Create your artwork.
- [ ] Is your call to action, clear and concise?
- [ ] Ensure you have the ability to track responses and that you can handle the influx of interest/orders.
- [ ] Ensure you have a clear outcome for your campaign

Production

- [ ] Check your going live date.
- [ ] Send artwork to the printers.
- [ ] Get the 3rd parties delivery insructions.
- [ ] Arrange for your inserts to be delivered.

Review

- [ ] Track responses.
- [ ] Report back in as much detail as possible.
- [ ] Take what you learned from this campaign and apply it to the next, let's start planning.
- [ ] Get yourself a cup of tea you earned it!

Notes

_____

_____

_____

_____

_____