



Direct Mail

By

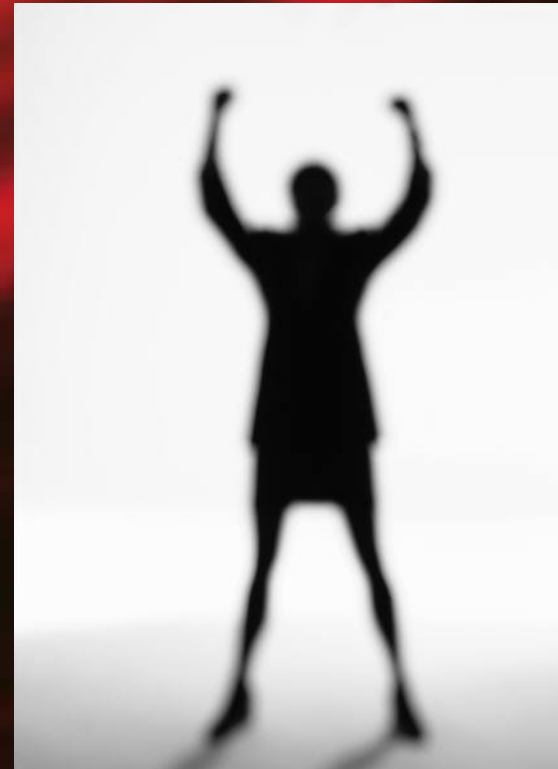


Blending Powerful Impact with Long-Term Results

ASI 68507 PPAI 112424 UPIC MAGNET SAGE 52498

Today's Challenges...

*Creating advertising
messages that
deliver response.*



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Why Direct Mail?

- Direct Mail works...because it's personal.
 - People enjoy getting their mail
 - Targeted mail provides savings
 - Targeted mail delivers helpful information
 - Direct mail is extremely cost effective
 - Direct mail is consistently successful
 - Everyone Has a Mailbox



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The Mail Moment

The time each day when consumers bring in their mail to sort, organize and read.

- 98% of consumers retrieve the mail the day it is delivered
- 77% will sort it immediately
- The average consumer spends 30 minutes reading their mail
- 90% of house mail sorters decide which mail is kept
- 81% of sorters make financial decisions
- 84% of sorters are the principle shoppers
- 67% find mail more personal than the internet
- 56% look forward to going to their mailbox
- **70% of consumers VALUE DIRECT MAIL**



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40/40/20 Rule

[click here to see the video!](#)

The Three Key Elements to a Successful Mailing are:

1) Audience 2) Offer 3) Creative

- Put 40 % into finding the right target audience—your mailing list. The list is targeted at the actual buyer, someone with a need. Zero in on the right person at the right time.
- Put 40% into the right promotion/offer/message. Simplicity works best for our nation of scanners. Think tempting discount, free gift or rebate.
- Put 20% into the creative of your direct mail piece. Give your customers a reason to spend more time considering it.



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How to Drive Response

- Timing – Deliver when the consumer is most likely to purchase. Align with activities and events in consumers' lives.
- Relevance – Speak to consumers needs, desires, and preferences.
- Personalization – Deliver an offer that is tailored, unique to the recipient. “Cut through the Clutter”



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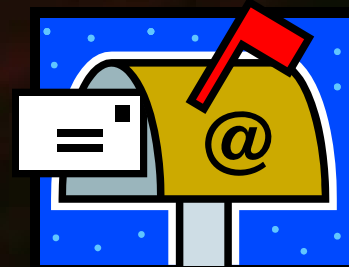
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Where do Advertisers Spend?

- RadioProblem: Commercial free Satellite Radio
 - EmailProblem: Spam Blockers
 - TelemarketingProblem: Do Not Call List
 - NewspapersProblem: Declining Readership
 - TVProblem: DVRs skip commercials
- Direct Mail is the solution - EVERYONE HAS A MAILBOX

Direct mail can also guarantee your message will be in the consumers hands on a specific date.



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Advertisers are searching ...

For Promotions that Stand Out
To Spend their Ad Dollars Smarter
The Biggest Bang for their Buck



How about... Shelf life extended beyond all other printed promotions?



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What is the motivator?

	2001	2006
My name is on the envelope	58%	59%
Timing of the piece arrival and my need of service	58%	69%
A special offer or discount	34%	51%
The package looks interesting	48%	63%
Source: 2007 Vertis Customer Focus		A DIVISION OF



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Why Attach a Magnet to Your Mailer?

Magnetic products can Cut Through the Cluttered Market Place.

- *Magnets have*
 - Shelf Life
 - Impact
 - Staying Power
 - Value
- *Magnets are*
 - Interactive
 - Flat
 - Flexible
 - Easy to Mail



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The Fridge!

- How many times do you visit your refrigerator per day?
- Where do important messages/coupons go?
- Adding a Magnet to a campaign gives the mailing immediate impact at the mailbox and staying power in the home. Thus, Response rates that last.



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Effective Cost per Impression

Example:

100,000 magnets at .12 cents each = \$12,000 order

Assume 10% redemption.

$100,000 \times .1 = 10,000$ magnets kept [Effective Profile]

$\$12,000 / 10,000 = 1.20$ each [Effective Cost / Piece]

$\$1.20 / 3 \text{ years} / 360 \text{ days} / 20 \text{ view per day} = \text{ECPI}$

.000055 is your ECPI



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is the Brand

- Our direct mail products create new revenues like nothing else can.
- Smartline direct mailers bring added value to your message.
- Smartline provides the greatest opportunity to grow a business by:
 - Generating Traffic
 - Delivering new Revenues from Sale Events
 - Getting the Phones to Ring
 - Creating Repeat Business from existing Buyers
 - Increasing Website Traffic and Purchases
 - Delivering Return on Investment



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