

# WHY YOU SHOULD BE USING DIRECT MAIL MARKETING



In life, we can often achieve more in tandem than alone. Marketing campaigns aren't much different. By combining direct mail and digital outreach, marketers can generate a strong return on their investment.

A huge neuromarketing study revealed that direct mail drives more action than digital because of its physicality. It also revealed that direct mail and digital campaigns work better together than alone. People paid **39%** more attention to integrated campaigns than to pure digital campaigns, and consumers had **40% higher** brand recall when direct mail followed email. People like marketing that is tactile because it takes 21% less mental effort to process direct mail and it prompts a 20% higher motivation response than digital. Make sure to pair direct mail with your next digital campaign to increase the likelihood that your recipients will pay more attention to it and act on it.



^ 20%

Direct mail has a 20% higher motivation response than digital media, making it far more persuasive.



^ 39%

Consumers pay 39% more attention (time spent) to campaigns that integrate direct mail & digital than single media campaigns.



^ 47%

47% visited a store in reaction to direct mail.

## Launch a Campaign

Use direct mail marketing to help introduce your company to new customers, drive customer engagement and elicit a better response for every dollar of your budget.

## Audience Insights & Solutions

Access our accurate and up-to-date databases for your next direct mail campaign. Layer on our rich audience insights to help reach your ideal customers, reduce returned mail and increase effectiveness.



### Physicality

Direct mail gets noticed, opened and read; our brains are hard-wired to pay more attention to it. 74% of Canadian consumers always or sometimes notice advertising in direct mail.



### Data

Target and personalize your marketing message to reach the right people and increase its effectiveness. 86% of Canadian consumers open mail that's personally addressed to them.



### Connectivity

Include direct mail in your marketing mix for greater attention, heightened emotional engagement and stronger brand recall. Integrated direct mail and digital campaigns elicit 39% more attention than digital campaigns alone.

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According to a Canada Post study, 53 per cent of people are more likely to read paper-based mail than e-mail, and almost one-third share direct mail ads they receive with someone else. Other research by Canada Post found that more than one-third of small businesses have used direct mail over the past 12 months, mainly because it allows for targeting.

The current environment offers another incentive for direct campaigns. **“With more people staying at home during the pandemic, and less visits to restaurants and shops, direct mail is a distinct way for brands to reach consumers in their homes to nurture those relationships”** - Ms. Clodman.



**36% of people under the age of 30** look forward to checking their mailboxes every day



**96% of 18-to-29-year-olds** have a positive response to receiving personal cards and letters in the mail

On top of all that, the response rate to direct mail for people aged 18-21 years old is 12.4% — significantly higher than digital marketing (0.12%).

## Canadians pay attention to it

Our own research revealed that 74% of Canadian consumers always or sometimes notice advertising in direct mail, 81% read their mail the same day they receive it and 85% will open mail if it looks interesting.

## 5 REASONS WHY DIRECT MAIL MARKETING WORKS

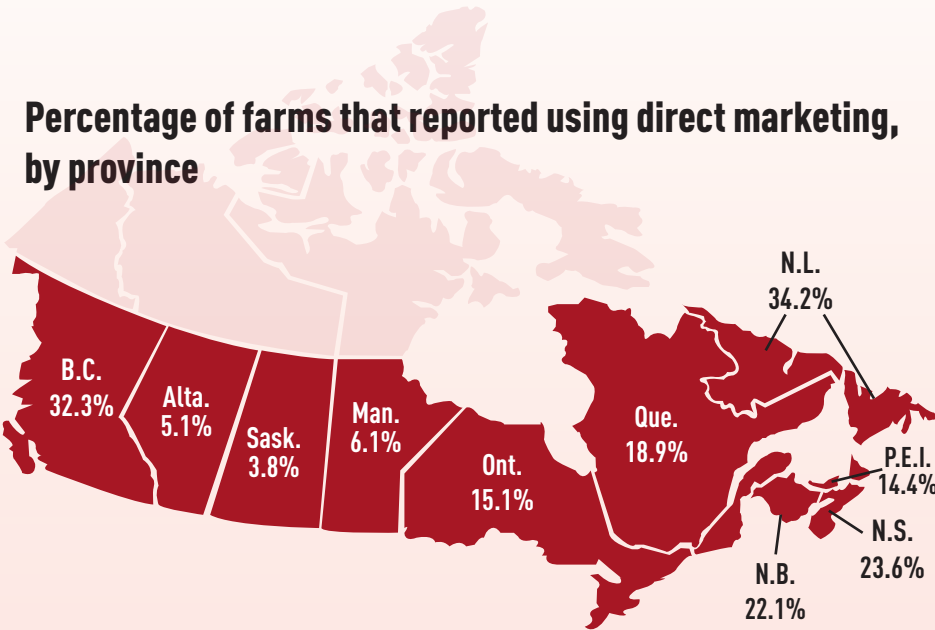
1. Precision-targeted reach
2. High response rate
3. Customizable content without limits
4. Cost effectiveness
5. Eye-catching and tactile design potential

# Direct Marketing in Canada



Farm operators are using direct marketing to grow their business and sell products directly to consumers. In 2015, 1 in 8 farm operations used direct marketing to sell to Canadians.

## Percentage of farms that reported using direct marketing, by province



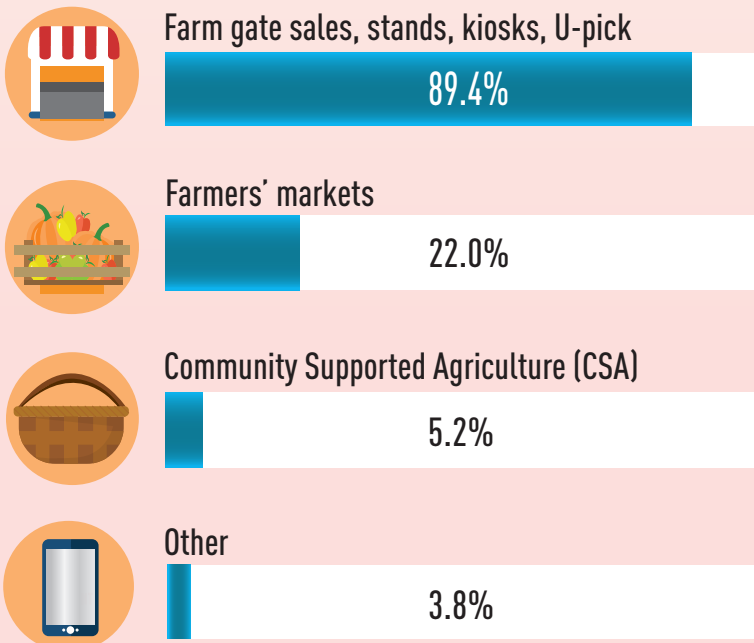
## Which farm operations are using direct marketing?



64.6% of farms reporting direct marketing had less than \$50,000 in sales in 2015.

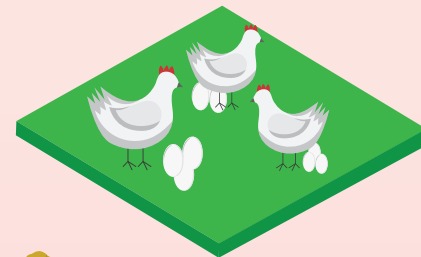
The median annual sales of farms that reported direct marketing was \$20,000.

## Direct marketing methods used by Canadian farms

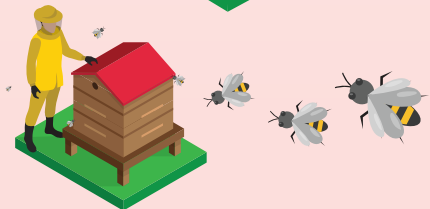


## Proportion of farms using direct marketing, by farm type

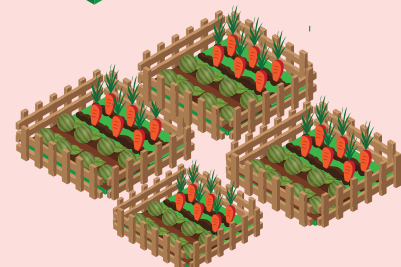
**3 in 5**  
poultry and egg combination farms



**3 in 5**  
beekeeping farms



**4 in 5**  
fruit and vegetable combination farms



Source: Census of Agriculture, 2016.

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