

Building New Marketing Channels Around Your Direct Mail

An easy, affordable way to make direct mail more effective.



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Direct mail works. Study after study has shown the effectiveness of direct mail. Today direct mail remains one of the largest budget items in many advertising plans because it delivers a measurably strong return for that investment– but it is difficult to ignore the online and mobile marketing that has grown so quickly.

So don't stop mailing – it works!

Just make your mail deliver more results – tie it into new marketing channels.



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STEP 01



Tying your Direct Mail to the Web in Three Steps

Of course you need a web presence today – most businesses today have at least a web site. Their challenge is getting potential customers to that site. Direct mail can be the perfect tool. The key is to put links on your mail pieces to draw them to your web site and give them a reason to make that visit.

The type of link you use depends on the kind of business you are, and how your web site functions for your business:

STEP 02



- If your web site is where your customers go to buy from you – if you are conducting web commerce – then the key is to simply get prospects there as easily as possible, and track them.
- If the purpose of your web site is to encourage customers to visit your business, or contact you to talk to a salesperson, your site has a very different function. It is used as a business builder and tracking web traffic is critical.

STEP 03



Either way, your mail should help to drive customers to your site, so that your advertising mail and your online marketing are working together.



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STEP 01

Get the right address for your web site

Your business has an address – so does your web site: It's known as a URL (Uniform Resource Locator.) www.nordstroms.com is a typical URL. In order to get visitors to your web site it needs to be easy to find, just like your business. And it needs a good sign.

When you are putting together a direct marketing campaign, you should consider creating a special URL just for that campaign. It is surprisingly easy and affordable, and offers a number of advantages:

- You can create an easy to remember “vanity” or custom URL. A resort may choose www.IslandRomanceSpecial.com, or a restaurant may go with www.Feed-Me-Shrimp.com for example.
- The custom URL can direct visitors to a specific “contact us” page on your site.
- The custom URL can direct visitors to a specific web “landing page” created just for the campaign.
- You can use your custom URL to create personalized URL's (PURLs.) More on that in a minute.
- Prospects that use the custom URL are trackable – you can see how your advertising is working.



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STEP 02

Add a PURL - Make your web address personal

You can make the web address on your mail pieces even more specific by employing a PURL – a Personalized URL. Typical PURL's would include:

- JohnC.Feed-Me-Shrimp.com or
- MaryL.IslandRomanceSpecial.com

These PURL's help engage your prospects, and makes them uniquely trackable when they visit your web page – you can tell exactly who was there when they use a PURL.

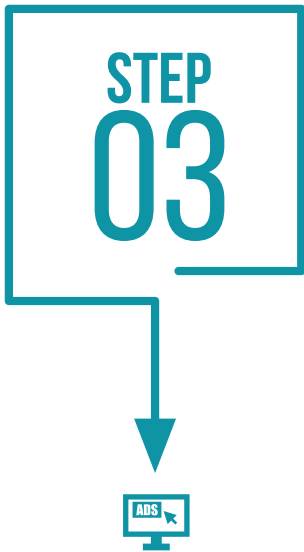
PURL's don't have to be built only with names, either. If you're marketing home improvement products or services, you may want to use the street address:

- 123FairviewAve.GetNewWindows.com



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Add web advertising

Once you have a web destination, adding web advertising is easy. Web ads are the banner and display ads that you see when browsing the web. These ads can be programmed to follow interested prospects as they surf the web, using a technique known as retargeting.

You can add web “cookies”, a simple link that is automatically added to your prospects’ web browser when they visit your web page – either your home page, or your landing page. After that, when they visit web pages in your network, your ads are pulled into those pages, with links to your offer. Most prospects visit landing pages without taking action – retargeting keeps bringing them back for another chance. You get additional exposure for your brand, and increased conversion rates on the web – this means more sales!



Direct mail does work, it just works better when it is coordinated with your web presence. As you begin planning your next marketing effort give us a call so we help you plan an effective direct mail campaign which ties in additional channels to maximize your response results. It is easy, affordable and we will be with you every step of the way.

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ABOUT SNAILWORKS

SnailWorks™ is an integrated direct marketing platform from ProList, Inc. – the same team that made mail tracking easy in 2000. We've leveraged our expertise in mail tracking and web-based interfaces to create a solution that allow direct marketers to increase the effectiveness of direct mail through coordinated channels.



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