SNAILWORKS
COORDINATED DIRECT MARKETING PLATFORM

UNDER the SHELL

MONTHLY NEWS FOR SAVVY MARKETERS

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Mail Meets the Web…and Mobile
Combining Traditional Direct Mail with Online Creates New Possibilities

Think direct mail's dead? Nah…go to anyone's Twitter or Linked In page and you'll find links to dozens of articles about how effective direct mail still is. Still, as we have pointed out many times now, it could surely use some help. We recently saw a presentation by Luke Vander Linden of Carl Bloom Associates, a New York based fund raising consultant that used an interesting graph to show how traditional direct mail response rates seem to be on a downward trend.

It turns out that adding additional channels, especially **response channels**, can help change the course of this graph and the results of your marketing campaign. You can offer your prospects many different options for responding to your direct marketing offers; through the mail, by phone, on the web and increasingly using mobile platforms. You should be leveraging each of these channels. This is the magic and the mission of multi-channel.

DIRECT MAIL RESPONSE	
Other	16.95%
Web	6.42%
Other Mail	13.45%
Telemarketing	1.84%
Mail	61.34%
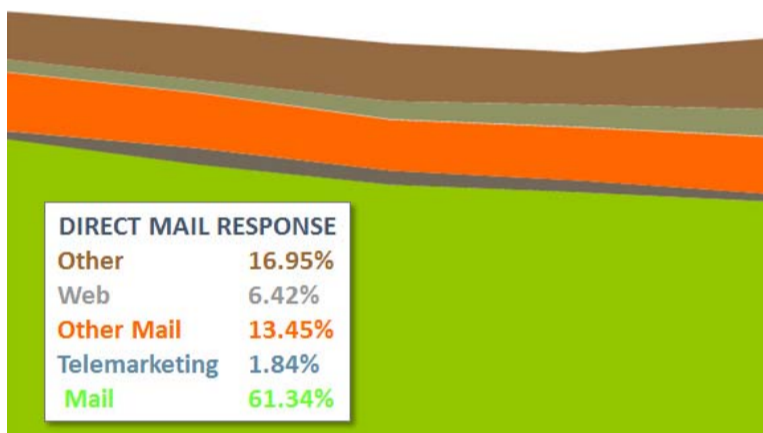
You can read the full results of Carl Bloom's study on multi-channel response as it appeared in the *Journal* of the Direct Marketing Association's Nonprofit Federation on their website.

When you add other channels to direct mail, the trend starts moving in the right direction. SnailWorks of course gives you the tools to do this and measure responses in a meaningful coordinated way. A couple of important things to note:

- Take away the big green area from this graph and there's not a lot left. As much as new channels drive higher response, direct mail is the vehicle that often drives those other channels.
- Measuring responses and understanding and crediting where they came from is critical. Measuring all of your channels together has never been more important. SnailWorks can tie all of your response measurement together on a single dashboard.

The graphs shown above are a somewhat generic representation of typical fundraising efforts today. You can get very precise measurements of your own campaigns and adjust them to improve response on an ongoing basis but you need the proper tools. With this in mind, SnailWorks offers the following tools.

- **Inbound mail tracking** allows you to see exactly how much response is coming through reply mail – it's often the biggest source of donations – we can measure it.
- **Campaign specific landing pages** measure web visits.
- **Our Snaily linking tool** provides web links that allow you to measure your social media and web advertising.
- **The SnailWorks dashboard** tells you exactly what is working and what is not – at a glance. This is the information you need to make critical decisions and adjustments to your campaigns and maximize response.

This is the heart of multi-channel, and what we do at SnailWorks. We make response better…and show you how.

More New Features Than You Can Shake A Stick At…
Why shake a stick anyway, becoming a better marketer was never easier!

While you were busy planning your summer vacation, the multi-channel wizards at SnailWorks were staying up nights adding new features to an already feature-laden product.

Among the features added:

- **Delivery performance reports** – measure how your mail is delivering versus your targeted delivery dates;
- **Inbound mail tracking** – a ridiculously easy to use system for tracking responses to your direct mail;
- **Content link tracking** – know who clicks on what links in your emails and landing pages;
- **Enhanced performance algorithms** – our system is faster than ever, you will spend less time downloading data and generating reports!
- **Multi-version job mail tracking** – we track mail the way you, um, mail mail.

Big development is expected to continue through the summer, including a comprehensive round trip fundraising system designed to enhance and measure your fundraising efforts. We're also rolling out new payment plans and reseller options. Our best advice is that you contact us as soon as possible to learn more about all of these new features!

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