



Direct Mail



the idea pack



Vol. 2 Issue 1

Why is DIRECT MAIL one of the most effective ways to communicate with your Customers?

Because it works.

Every day we see

2904 messages

We pay attention to

52

And we remember

4

Your Creative has

3

seconds

to gain the prospects attention, then

12

seconds

for recognition

So Make It Count!



WHY it works.

Print Provides an Opportunity to Differentiate

- Print delivers a higher response rate compared to email. The CMO Council found that the average response rate for emails is 0.12%, whereas the average response rate for direct mail is 4.4%.
- According to the Mail Media Centre, while 11% of marketing emails are opened, the open rate is 91% for prospecting direct mail.
- A survey by Print in The Mix found 79% of consumers act on a brand's direct mail piece immediately

Print is Viewed as Trustworthy

- According to a Print In the Mix survey, 56% of respondents say they found printed material to be the 'most trustworthy' of media channels.
- The same survey found that nearly half of the respondents said they've retained a direct mail piece for future reference, and 17% regularly do so.
- A study by VTT Technical Research Centre of Finland found that consumers trust advertising in print media more than any other media.

Print Helps to Connect the Online & Offline Worlds

- Printing Industries of America found that 67% of online searches are driven by offline messages, with 39% of shoppers making a purchase.
- Shoppers who receive a direct mail piece pointing them to an online site spend an average of 13% more than those who do not receive a printed piece.
- Websites supported by catalogs yield 163% more revenue than those not supported by catalogs.

Print has a Proven, Loyal Following

- A survey by Two Sides found that 70% of Americans prefer to read printed paper over a digital screen, with 67% preferring the feel of print media.
- When it comes to transactional statements, Two Sides found that 64% of consumers wouldn't choose a company that didn't offer a paper bill option.
- 75% of B2B professionals read magazines on a weekly basis, with 68% choosing to read niche publications specific to their industry.





Get the attention you deserve. Original marketing materials stand out to customers and make you look fantastic.

Let's get those creative juices flowing. Our printing experts are available to help you with any project, from simple automated folds that add interest, to design features that are new and trendy.

Call 800-930-6040.

Variable Data Map Mailer

The most effective direct mail pieces are timely and personal. This mailing was targeted to new movers and features a tear off map with directions from the new residence to the business location. This mailer targets potential customers when their need for a new bank, doctor, dry cleaner or car mechanic is at its highest. Specs: Flat size 17 x 5, folds to 6.75 x 5 with a perforated 3.5 x 5 tear off map.

Call for a custom quote and reference Idea Packet Volume 2, Issue 1, #1.



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Pop Up Holiday Card with Product Sample

This holiday card from EuroMed features a creative pop up heel and a sample of the product. Direct mail is the perfect medium to engage all of the senses and create a lasting impression. There isn't a better way to do that than letting your prospects try your product out for themselves. Samples are an inexpensive way to get your product in the hands of consumers and convert them into customers. Reference #740640

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Iron Cross Mailer

Iron Cross mailers not only provide ample printing real estate, but they also present the opportunity to tell a story to your customers in a clever and innovative way. The finished size of this iron cross is 4.25 x 6.25 and the flat size is 13 x 18.5. It's compact when closed, and perfect for mailing. The real beauty of an iron cross lies in its unfolding. By using creative cross over imagery and copy on each panel, the iron cross becomes an interactive, tactile experience. Coupons, magnets, and inserts can easily be glued or placed inside the piece as well. Reference #752792



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"Wallet" Mailer with Inserts

There are a few details that really make this piece stand out. The first is the soft touch coating. Its velvety, smooth texture elicits an immediate response; it feels rich and elegant. Once opened, the inserts and attention to detail create an interactive and memorable experience. The wallet includes a die cut bill holder for special offers and a separate slot for your business card. Your customers will not toss this piece aside. It feels impressive, but even more importantly it makes a lasting impression and stands out from your competition. Reference #739078

5

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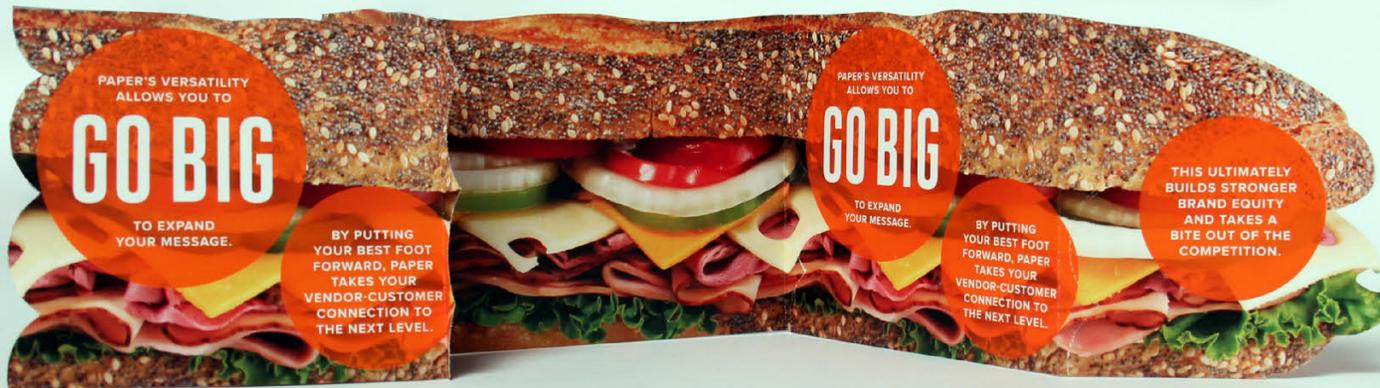
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Multi-Page Invitation with Die Cut Sleeve

This 5 part invitation is bright, clean, and elegant. The mailer includes a purple 16 page soft touch coated booklet that inserts into the green sleeve. The sleeve has a die cut wine glass which allows the purple to show through. It also has spot UV on the yellow and purple ink portions to add extra shine to those specific areas. The final package is inserted into a clean white 6 x 9.5 envelope along with a reply card and return envelope. The final piece is beautiful and highly effective because of its stunning visual presentation. Call for a custom quote and reference Idea Packet Volume 2, Issue 1, #5.



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Die Cut Folding "Sandwich"

This foot long die cut sandwich mailer with a perforated coupon is memorable and functional. Customers recognize that by using special effects like die cutting, foil stamping and embossing, you are going the extra mile for them, and this piece couldn't be a better example of that. Businesses create and maintain long and healthy customer relationships by making their clientele feel special. By investing time and money, you are extending that connection beyond transactional contact and demonstrating your sincere appreciation for their business. This piece was inserted into an envelope before mailing. Call for a custom quote and reference Idea Packet Volume 2, Issue 1, #6.

The background is a solid teal color. Scattered throughout are several gear icons of varying sizes and colors, including light blue, white, and a larger light blue one on the right side. A large, white, rounded rectangular frame with a dark grey drop shadow is centered on the page, containing text.

About PFL.com

PrintingForLess.com (PFL.com) is the premier online commercial print company providing industry-leading customer support and quality. We do far more than just business cards. Our product line includes brochures, direct mail, postcards, catalogs, stationery, large format printing and more. Our personable print experts are ready to help your print project be a success!

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