



Direct Mail Should be Part of Integrative Marketing Approach, Augusto Beato Emphasizes

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While digital marketing is the focal point of most campaigns, direct mail marketing remains relevant as about 51% of consumers who received advertising mail visited the sender's website, as a result, notes Augusto Beato, CEO of Portland SEO.

Consumers were also three times as likely to respond to a direct mail campaign than a digital campaign -- 5.3 percent compared to 1.6 percent -- according to the Data and Marketing Association.

"Modern marketers need to know how to use direct mail--which is a 47 billion dollar industry--just as much as they need to know about social media, digital and print advertising," Beato emphasized. "They should all be part of an integrative marketing approach."

To learn more about how direct mail can complement your digital marketing campaign, feel free to contact Portland SEO through this link. You can also reach Augusto Beato by clicking here.

While marketing via social media, mobile devices, and email has skyrocketed, direct mail -- those advertising

letters, postcards and other mailings you receive in the mailbox -- is actually more effective.

Marketers can get creative with collaterals, engaging consumers and affecting consumers with a different form of impact compared with the "in-your-face" kind of marketing.

Some advertisers can include scent or textures and create a lasting impression on the recipient. F&B brands and household products can give a sneak peek or a soft launch of their product by including a beauty sample or a sachet of their new flavor of coffee powder or tea bags within the direct mail.

Furthermore, physical mail is perceived as non-intrusive nature as there is less disruption imposed on consumers. It does not show ads which disrupt readers when browsing through their newsfeed or forced to watch ads that they don't want to. More importantly, traditional direct mail marketing can bring new possibilities when married with digital marketing. Combine this with a QR code, which could link to a digital campaign, and it could actively help new products garner interest among consumers.

Companies such as Taco Bell, Turkish Airlines and American telecommunications company Verizon have blended online with offline by implementing QR codes into their direct mail to enhance interactivity and encourage social sharing. Additionally, the QR codes also help companies improve their campaign planning, as they can keep abreast of consumer experiences through post-campaign data.

Moreover, this could possibly be a form of market research to better understand consumers on new products before actually launching them. "Online can be better when done together with offline, and vice versa," Beato added. "The potential of direct mail marketing, combined with digital marketing channels, can unleash new possibilities for marketers."

The rise of social media influencers and their unboxing of Insta-stories is a possible area that marketers can leverage on.

"Why not make use of direct mail to make your most loyal customers feel special, which will deepen your relationship with your customers and reward their loyalty," Beato quipped. "Moreover, this experience will increase the awareness of your products and brands when your customers become the best spokespeople on their social media."

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For more information about Portland SEO, contact the company here: [Portland SEO Augusto Beato](mailto:info@portlandseo.net) (503) 278-5599 info@portlandseo.net 1435 NW Northrup ST Portland, OR 97209

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