

SIX WAYS TO MAKE YOUR HOLIDAY MESSAGES STAND OUT

CONNECT WITH CUSTOMERS ON A DEEPER LEVEL
DURING THE HOLIDAYS WITH ENHANCED DIRECT MAIL

The holidays are a critical time to reach customers. But how do you catch their attention when they're busy with holiday preparations and bombarded with sales messages? How about trying a new twist on the traditional holiday card or letter.

We know direct mail is an effective way to reach customers. According to a Direct Mail Information Service report, three-quarters of direct mail is opened by the recipients, and

63% read the contents.¹ Now you can make your mail even more engaging with enhancements like video links, scents, textures, or QR Code® codes that send customers right to your website.

For inspiration, take a look at the following examples.

HOLIDAY SELF-MAILER WITH MOBILE WALLET COUPON

A consumer electronics retailer wants to pull people in with a limited-time holiday promotion for customers buying a virtual reality headset. Because the audience is tech-savvy, the retailer offers a digital coupon that can be added to a mobile wallet, as well as a traditional coupon.

92% of consumers have undertaken some digital activity as a direct result of receiving mail.

The Private Life of Mail, Royal Mail MarketReach 2015.



FRONT



BACK



BOOKLET WITH QR CODES

A crafters collective that sells products online wants to generate new sales from previous customers. So they send out a booklet of gift ideas for various people on their customers' shopping lists: spouses, kids, friends, parents, coworkers, etc. They use colorful visual QR Codes on the booklet to make it easy for customers to respond. When customers scan the codes with their mobile phones using the free downloadable USPS® app, they are linked to a "buyable pin" in the Pinterest® app.

"Brands with a compelling message or offer that link direct mail and digital can expect 'a 10 to 30 percent uplift in conversion...when combining the two channels.'"

Richard Rushing, Vice President of Strategy and Analytics at Shaw + Scott¹

FRONT AND BACK



INSIDE SPREAD

POSTCARD WITH TEXTURE

The owners of a bed and breakfast in the Caribbean want to encourage their best customers to make a return visit. So during the cold, dark days of December, they send postcard pictures of their beachside cottages. Incorporating a sandy texture in the beach scene helps their holiday greeting stand out. They remind past visitors of their warm, sunny stay in the tropics and urge them to give a trip to the beach as a holiday gift.

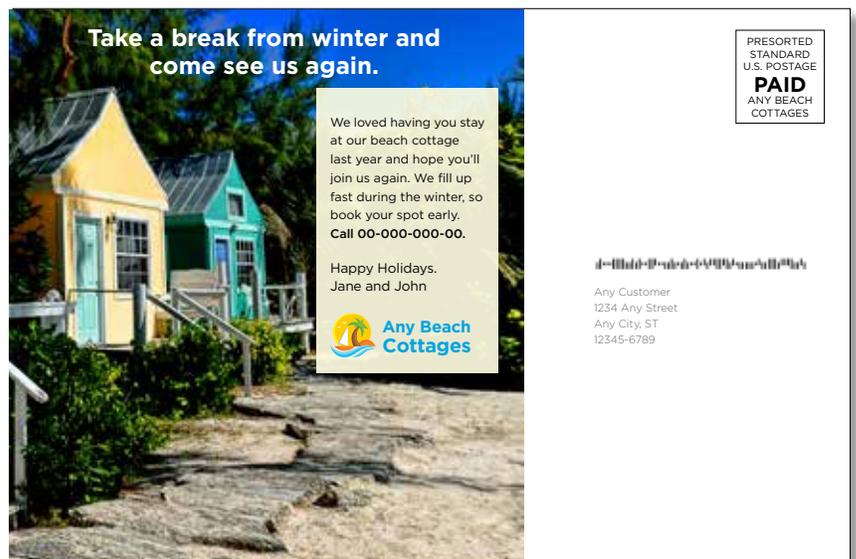
Adding texture to a mailpiece increased sales by 150% for one telecom company.

"Acquisition campaign uses 3D direct mail piece to attract new customers," Canada Post, July 29, 2014.¹



TEXTURE MAGNIFIED

FRONT



BACK

1. https://www.canadapost.ca/web/en/blogs/business/details.page?article=2014/07/29/how_to_reach_new_cus&catttype=business&cat=directmail

LETTER WITH SCENT

The owners of a spa want to reward loyal customers for their business and entice them to book additional spa experiences. They send a letter offering discounts on individual spa treatments and on year-long spa membership packages. To connect with customers on a deeper level, they infuse the letter with one of their most popular aromatherapy scents.

Scent can prompt a 12% greater response than traditional mail.

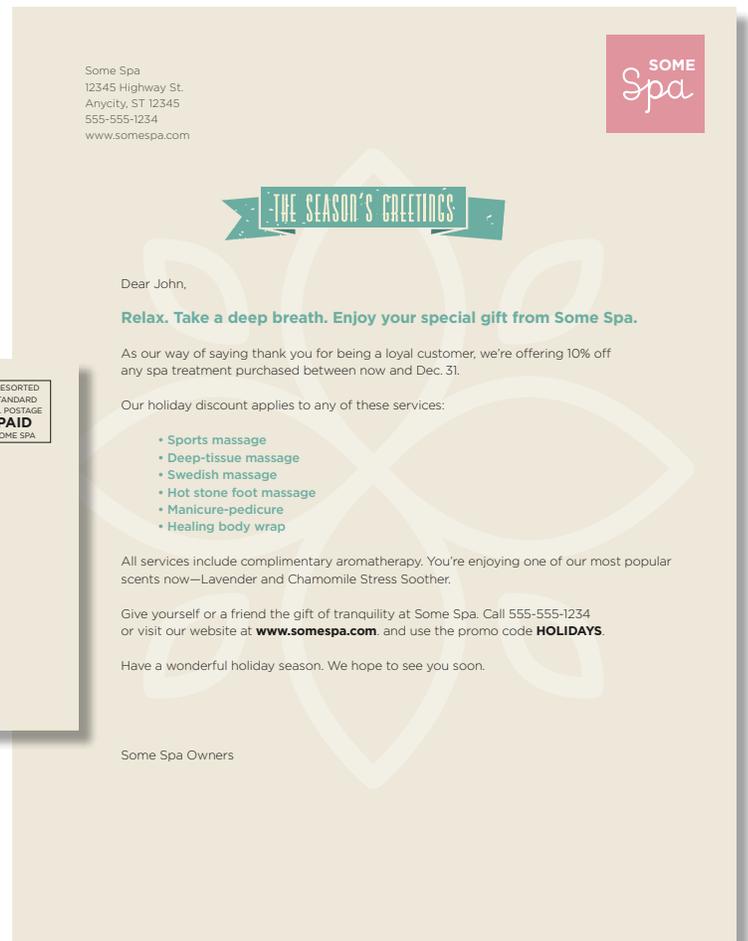
A Bias for Action: The neuroscience behind the response-driving power of direct mail, Canada Post, July 31, 2015.¹



LIGHTLY SCENTED



ENVELOPE



LETTER

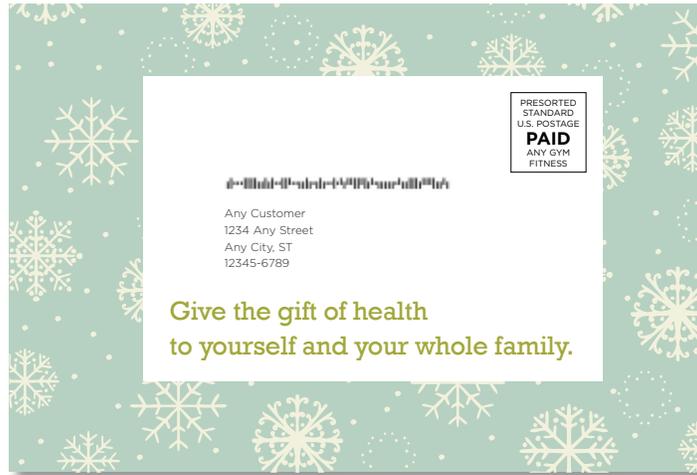
1. https://www.canadapost.ca/assets/pdf/blogs/CPC_Neuroscience_EN_150717.pdf

SPECIAL FORMAT

A fitness club wants customers to take advantage of special holiday pricing on gym memberships, to be purchased as a gift for themselves and their significant others. The club uses a special format—"blinds"—to show the transformation from a post-holiday body to a post-gym body.

One company reports that clients who use unique formats see response rates three times higher than traditional mail on average.

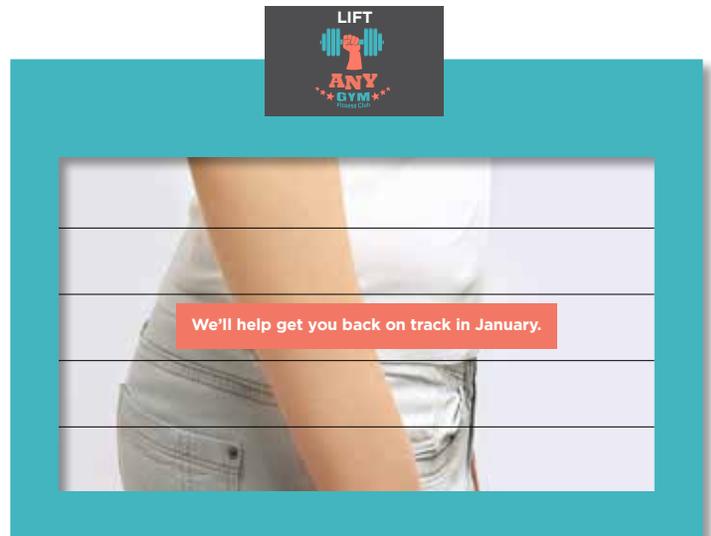
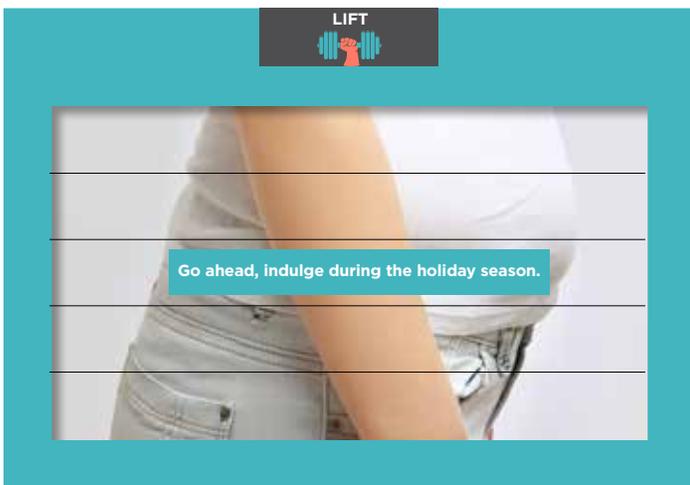
"Success Stories," Structural Graphics, 2014.



ENVELOPE

First view shows "before" picture.

Customer lifts the tab, and the slats move to reveal the "after" view.



CARD WITH NFC VIDEO LINK

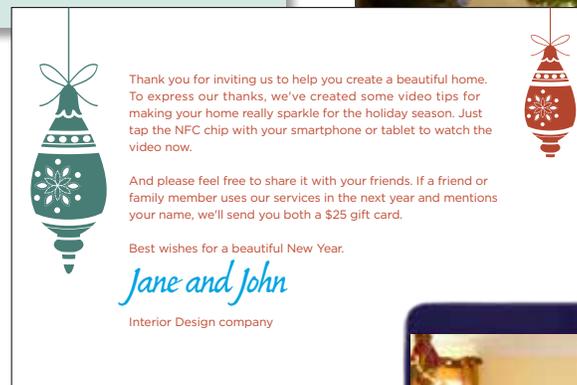
An interior decorating business wants to thank customers for their business and encourage them to recommend the company to their friends. They decide to send their customers a holiday card and, to make it stand out, they incorporate a near field communication (NFC) chip. When activated with a smartphone, the NFC chip launches a video of home-decorating tips for the holidays. The card encourages viewers to share the video with their friends.

Mail that makes you feel something makes you do something: 92% of those who felt something as a result of receiving valued mail went on to act on it.

This Time It's Personal, Royal Mail MarketReach, 2015.



ENVELOPE



CARD
CLOSED & OPENED



Tap our present with
your NFC-enabled phone



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