

Intentional Direct Mail for ... An Intentional Lifestyle

JERAMY FISHEL





Intentional Direct Mail Marketing

Jeremy Fishel



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NATIONAL CONFERENCE

Intentional Direct Mail Marketing

JERAMY FISHEL

A panoramic view of a city skyline at sunset. The sky is a mix of orange, yellow, and blue. The city is filled with tall buildings, some of which are illuminated. The city is situated on a coastline, with the ocean visible on the right side of the image.

Intentional Direct Mail Marketing

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Direct Mail Myths

Almost everything works.

Myth:

Direct Mail Doesn't Work



Answer:

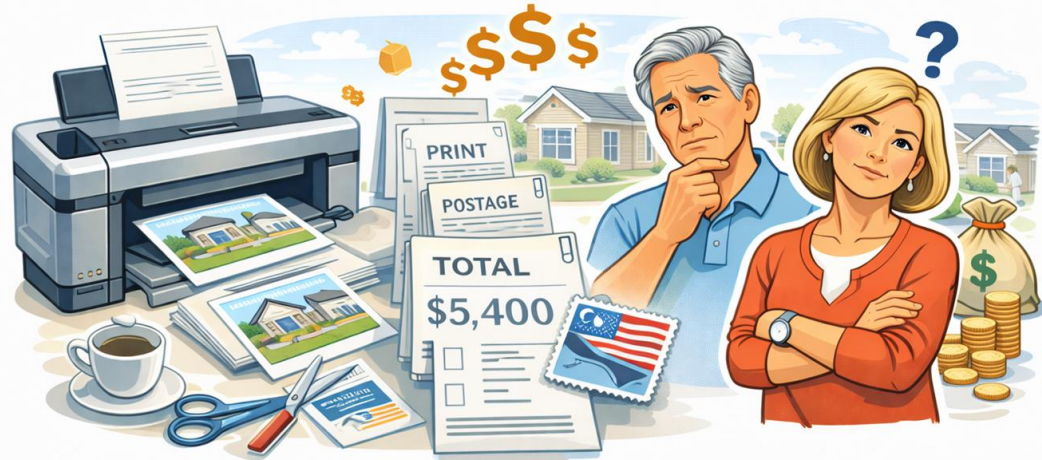
Only if You Don't Have a
High Enough Conversion Rate



BARRIERS

- Yes, postage and printing are much more expensive than digital options
 - 2X more than Paid Search
 - 4X more than Facebook/IG
 - 6X more than Display

Myth:
Printing and Postage is Too Expensive.



ADVANTAGES

- Three-to-four times higher conversion rate than digital marketing.

Answer:

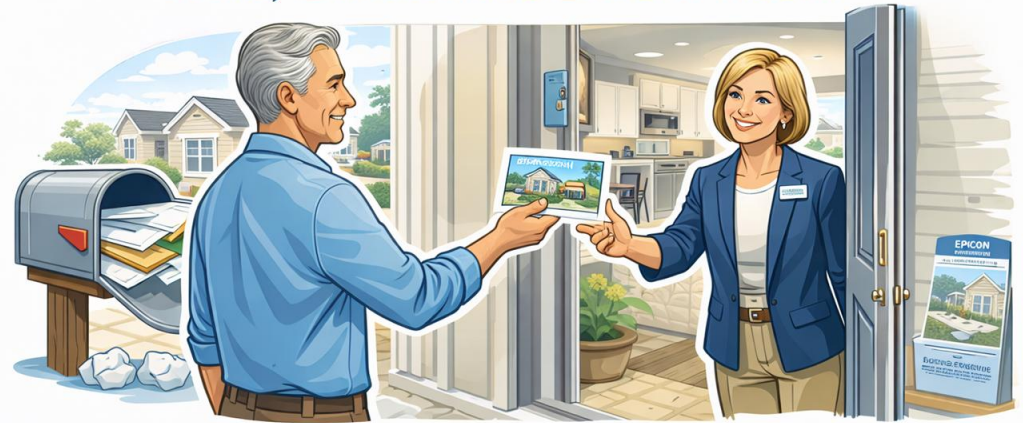
Only if you don't have a high enough conversion rate.



BARRIERS

- It's too expensive
- Doesn't have the feel-good "activity" metrics like digital.

Myth:
No One Brought the Postcard In.
Thus, Direct Mail Didn't Work.



ADVANTAGES

- Three-to-four times higher conversion rate than digital marketing.
- Clean, precise, and controlled target audience
 - Matching leads and contracts to the target list is the cleanest of all tactic attribution.

Answer:

“Who Does That? Do You?
Track Leads and Buyers Using
Match-Back Techniques (data).”



SHELF LIFE

- You get “one shot” to secure postage discounts
- It takes longer to mature
 - Phase one: 30 days
 - Phase two: 60 days
 - Expires before 90 days

Direct Mail Leads & Customers Take Too Long



Myth: The Rule of "7"



Just Keep Sending 7 Pieces
of Direct Mail and They Will Eventually Trust You...

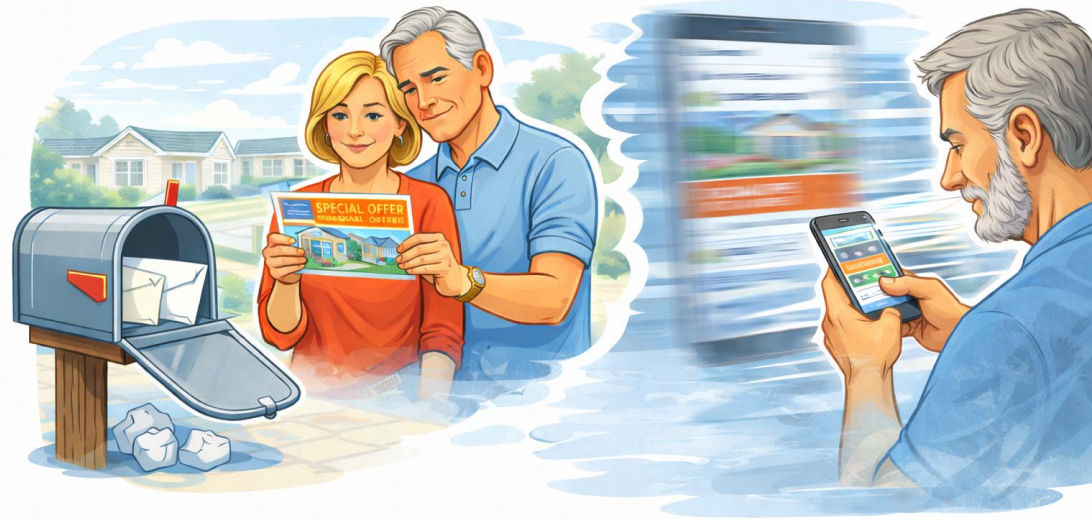
FREQUENCY

- Don't be overzealous like you can with digital
- Seasonality triggers lifestyle choices and contemplation
- No more than one direct mail piece every 3-4 months



ADVANTAGES

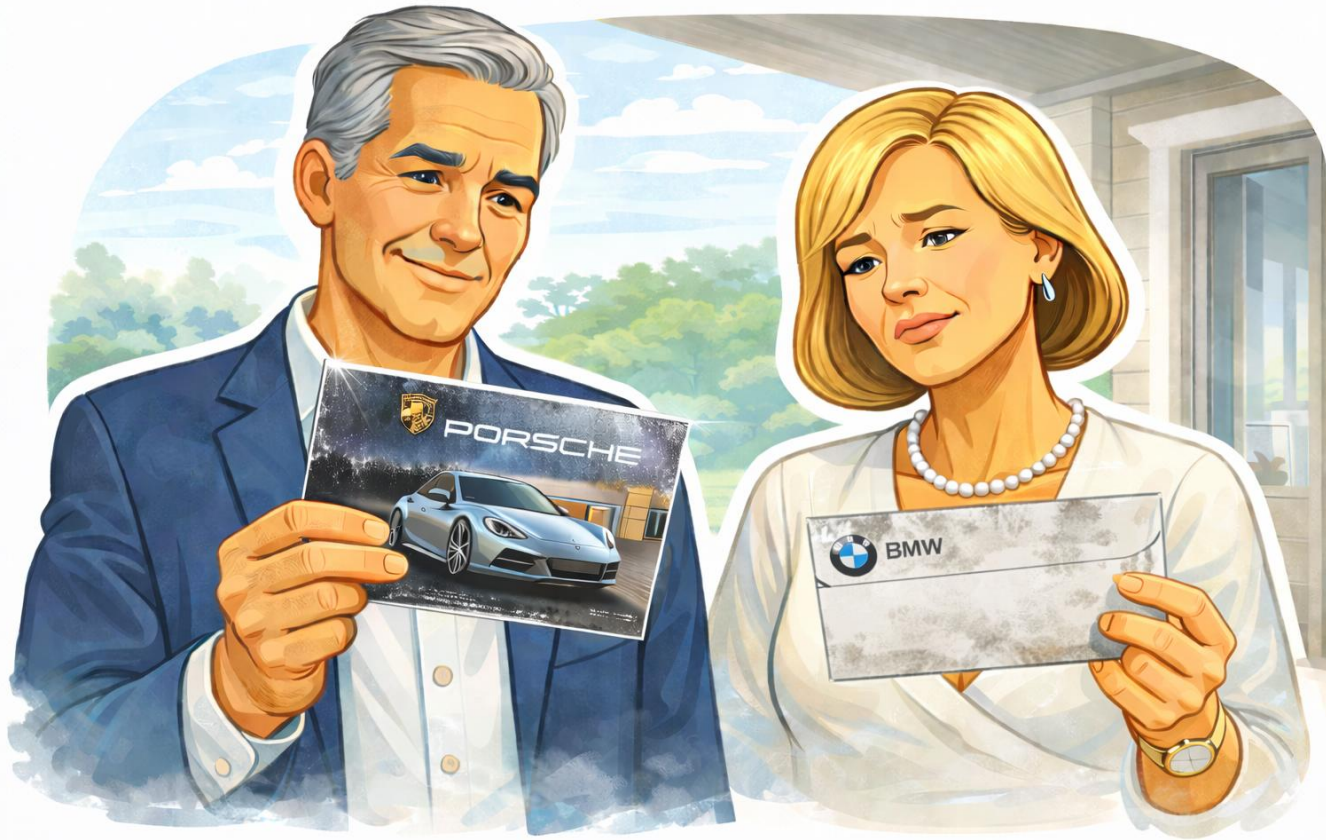
- The mailbox isn't as full
- Guaranteed to be seen and touched
- More design real estate
- One-to-one personalization



Intentional Engagement

Your Direct Mail Presentation Should Reflect the Quality of Your Brand and the Lifestyle of Your Buyer.





Embellishments

- Sensory Engagement
- Quality Perception
- Visual Disruption
- Differentiation

EPCON
COMMUNITIES

Ask About Our
4.5%
Interest Rate*

YOU'RE INVITED TO EPCON'S
Quick Move-In Home Event

AUGUST 11-17 | 12-6pm

Join us at this special event to tour quick move-in home opportunities that you can move into by the end of the year.

Welcome Home
WITHOUT THE WAIT

Embellishments

- Foils
- Soft-Touch
- Spot Gloss
- Textured Coatings

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Welcome Home
WITHOUT THE WAIT

Embellishments

- Headlines
- Calls-to-Action (CTA)
- Brand Elements

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Digital Gateway

- QR Codes
- URLs or PURLs
- Create opportunity & reduce friction

Cohesively Cross the Print-to-Digital Divide



The Data Science

The Target List is the Most Important Piece to the Puzzle.

It's more about whom you DON'T TARGET vs. whom you do!

Where?

- 80/20 Rule Applies
 - Focus on the 80% with the deepest market penetration
 - Let the rest come to you organically or with “paid search” only.

The Data Science Building a Trade Area



Hunt the geography with the greatest concentration of recent leads and buyers.

What Matters?

- Credit Rating
- Income & Wealth
- Geographic Proximity
 - Or Key Neighborhoods
- Home Value & Equity
 - Homeowner or Renter
- Dwelling Type
 - Single-Family or Multi-Family
- Occupation
- Predictive Modeling Score

The Data Science

Persona-based Targeting



Life-stages

- Different Motivations
- Different Engagement

The Data Science

Persona-based Targeting

EMPTY NEST SENIORS



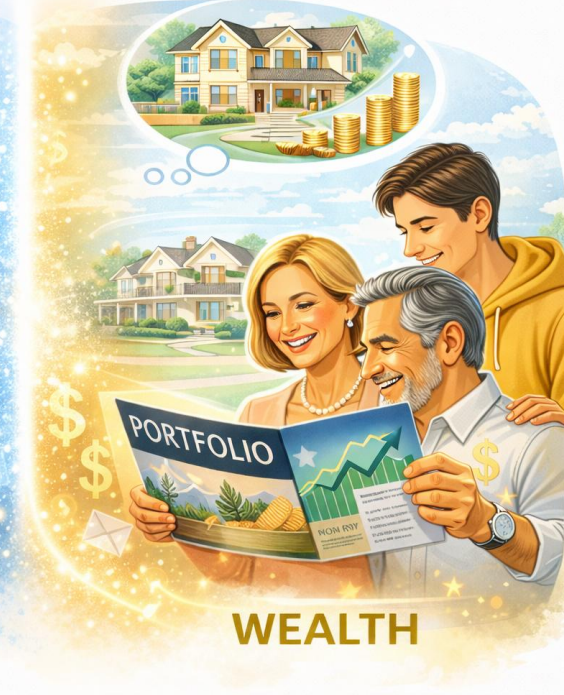
ALMOST EMPTY NEST SENIORS



Factor in Your Buyers Existing AND Future Lifestyle Needs.

Life-stages

- Different Motivations
- Different Engagement
- Different Demographics



Pop Quiz

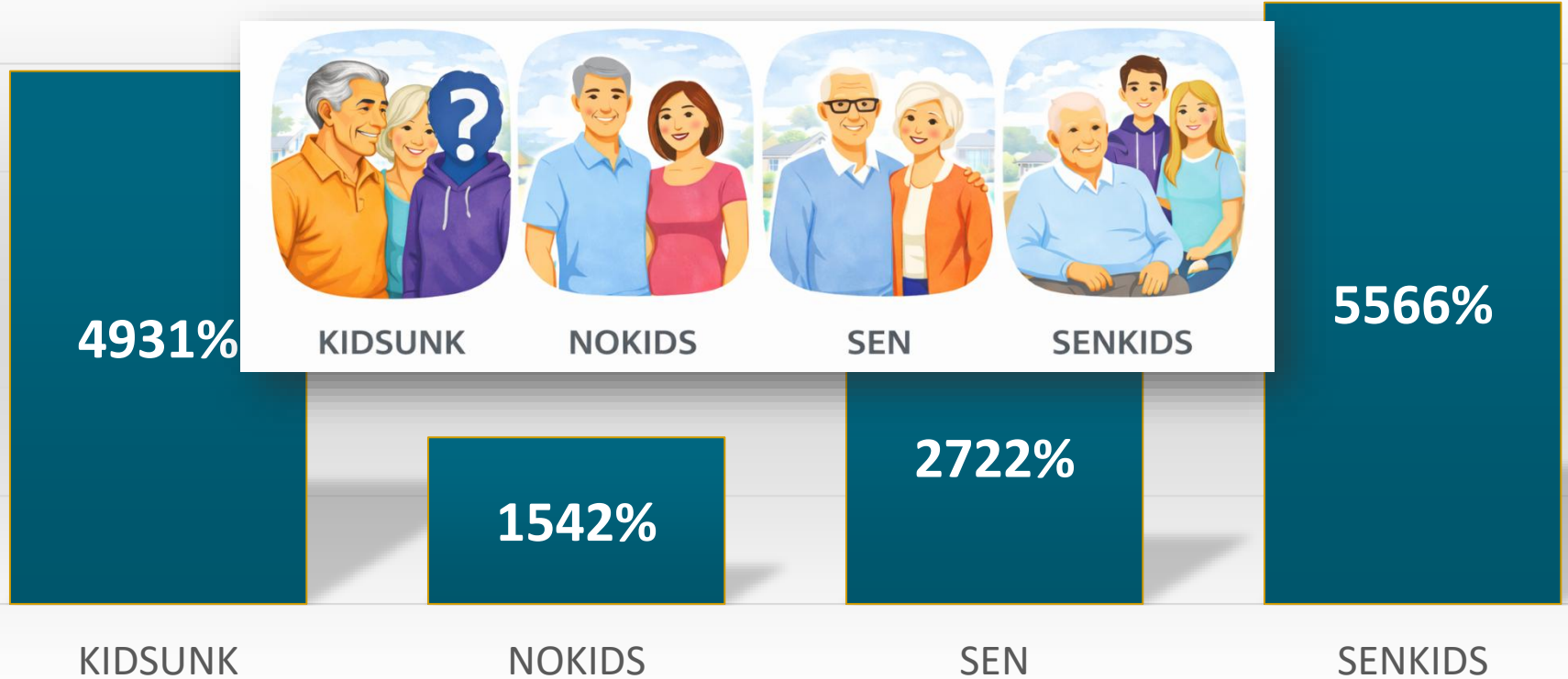
INCOME

WEALTH

Which has the highest conversion rate for direct mail?

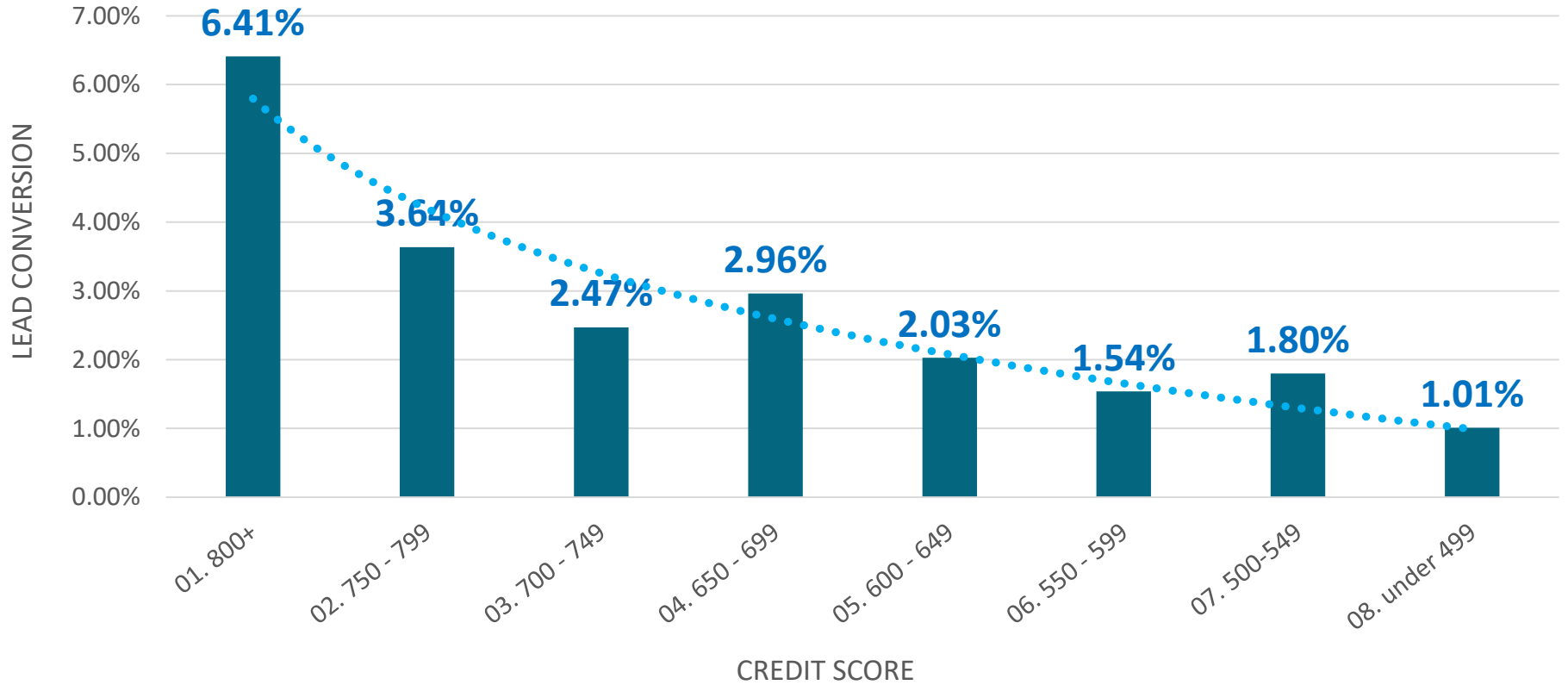
PERSONA: RETURN ON INVESTMENT

ROI (RETURN ON INVESTMENT)

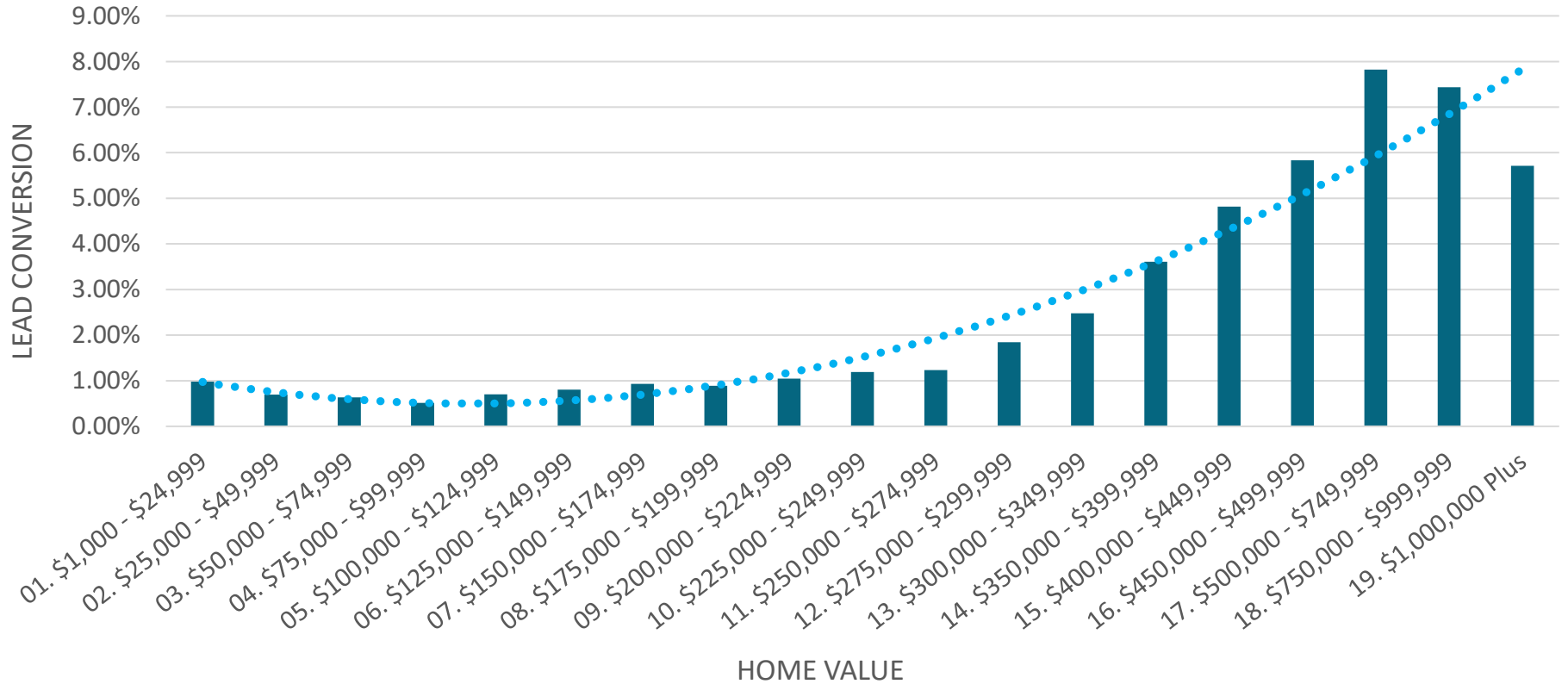


PERSONA

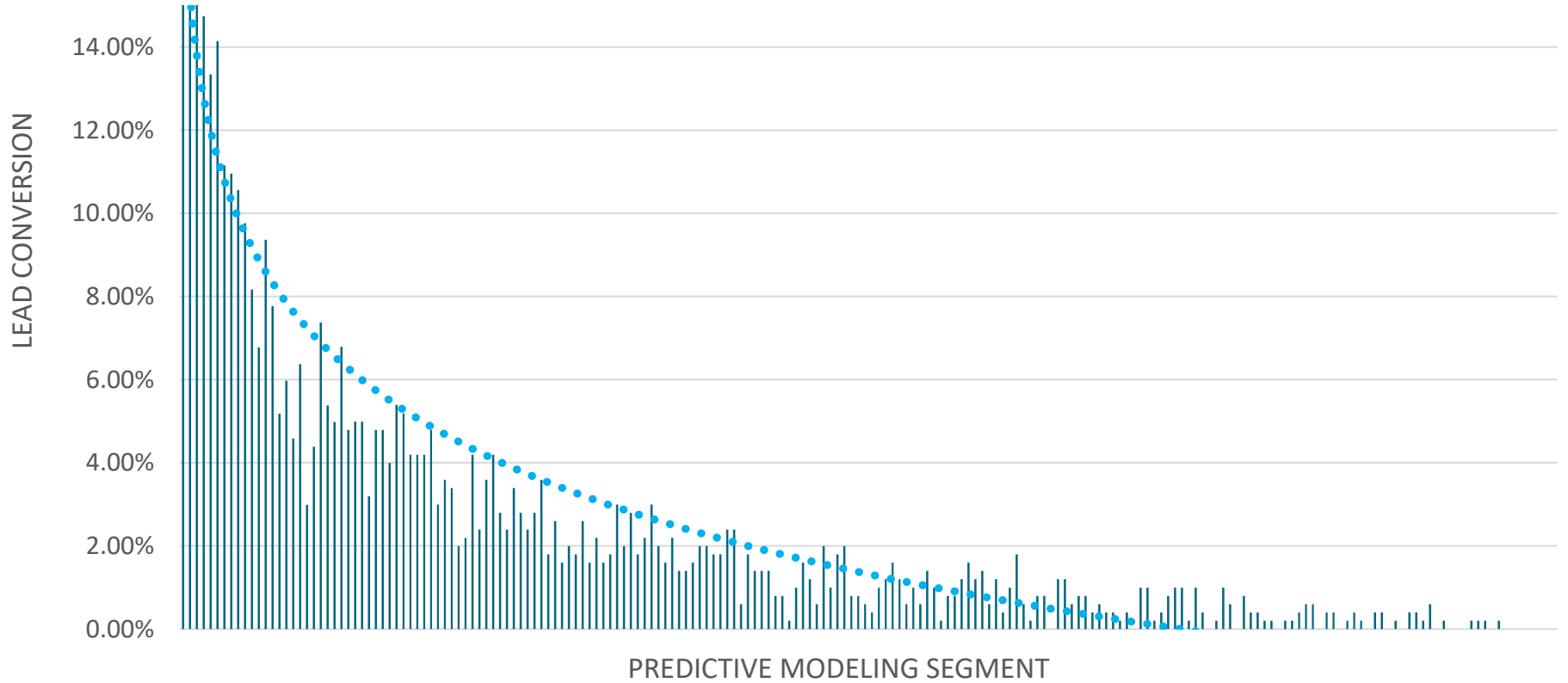
LEAD CONVERSION VS. CREDIT SCORE



LEAD CONVERSION VS. HOME VALUE



LEAD CONVERSION VS. MODEL SCORE



The Statistics

Numbers. Numbers. Numbers.

Results (ROAS)

- 11,000 postcards
 - 0.10% - 0.20% become a lead
- 11 -22 leads
 - 8% - 9% buy
- 1 – 2 buyers



Results (ROAS)

- \$6,800 printing & postage
- \$657K - \$1.3M gross revenue
- 95X – 190X ROI



Final Thought.

None of This Means Direct Mail is the Only or Best Option

Stack-Rank KPIs

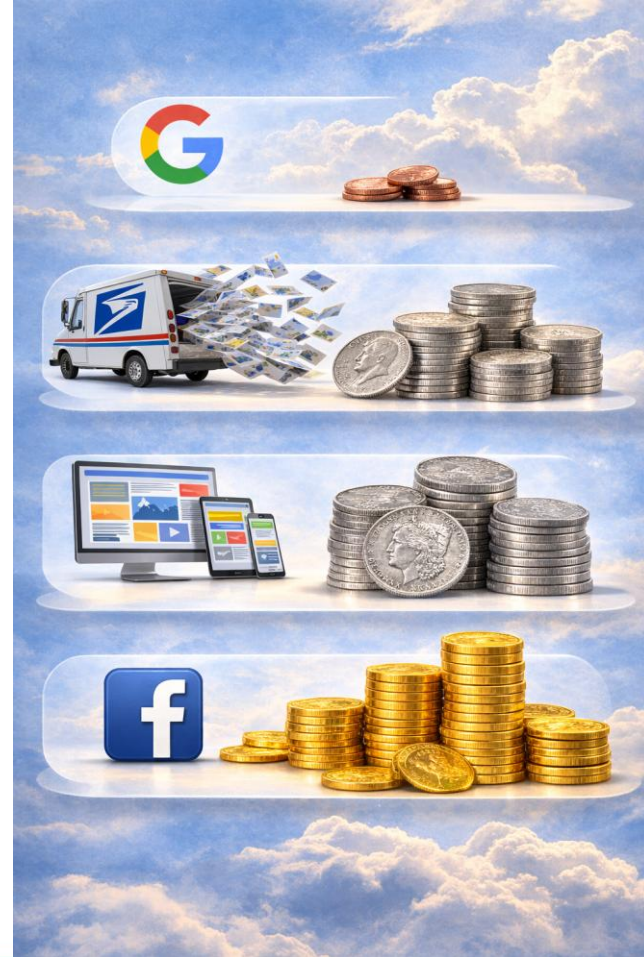
- Cost Per Lead
- Cost Per Buyer
- Lead-to-Buyer Conversion
- Days to Purchase

- Pay Attention to Multi-Channel Engagements



Typical Stacking

1. Google Paid Search
2. Direct Mail
3. Programmatic Display
4. Facebook





Other Industries

1. Meta (Facebook & Instagram)
2. Google Paid Search
3. Programmatic Display
4. YouTube
5. TikTok
6. Direct Mail
7. Email Marketing

Speaker Details

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