

# Engage your Community More Effectively

- The Resurgence of Print and Direct Mail



# AGENDA

- Introductions and Set-Up
- Why physical media engages the brain differently than digital media
- How to balance print and direct mail with other digital media channels
- Best practices and info on print and direct mail
- Q & A



## YOUR SPEAKER



**Christopher Foster** is the VP of New Business Development and Creative Director at Modern Postcard, a direct marketing and printing services company.

- He also currently teaches Brand and Positioning Strategy at UCSD Extension for 9 years running.
- He has also been asked to create and lead professional curriculum workshops through their Professional Outreach program
- Old enough to see the ebbs, flows, high, lows of Print and Direct Mail



**A Brief History of  
“Marketing Channels”  
in 3 slides  
featuring The Cat in The  
HAT**



# Back in the day...

## Direct Marketing

*Direct Mail    Print Handouts*

## Print & Media Broadcast

*Billboards    Bus Wraps*



## Community Events

*Printed Calendars*



...but wait there's more!

**Direct Marketing**

*Direct Mail Print Handouts*



**Online Marketing**

*Email Newsletters*

*Website*

*Search*

**Social Media**

*Facebook*

**Community Events**

*Printed Calendars*

*Online Calendar*

**Print & Media Broadcast**

*Billboards Bus Wraps*



...and I'm not done yet!

## Direct Marketing

*Direct Mail Print Handouts*

## Online Marketing

*Email Newsletters*

*Paid Website Search*

## Print & Media Broadcast

*Billboards Bus Wraps*



## Social Media

*Facebook Twitter*

*Instagram YouTube*

## Community Events

*Printed Calendars*

*Online Calendar*

*Facebook Events*



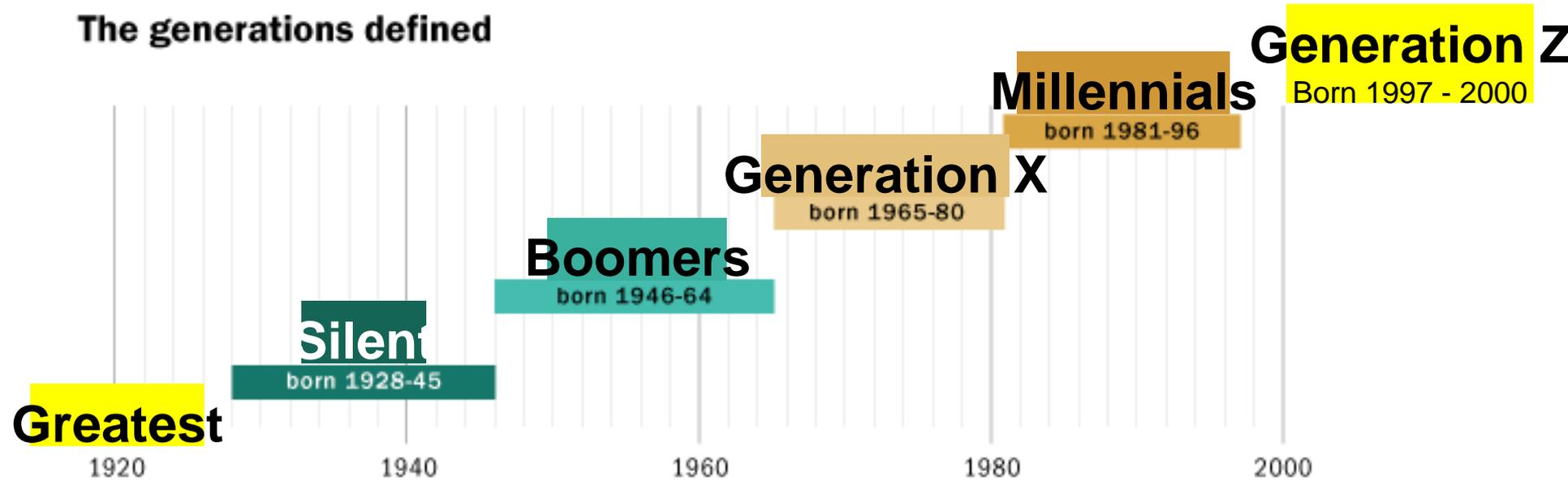
# If that's the marketers Just imagine your community...

- General customers receive about 3,000 marketing messages a day
- All ages, all backgrounds, since we're all online, in cars, in malls, on our phones



# All generations are inundated...

## The generations defined

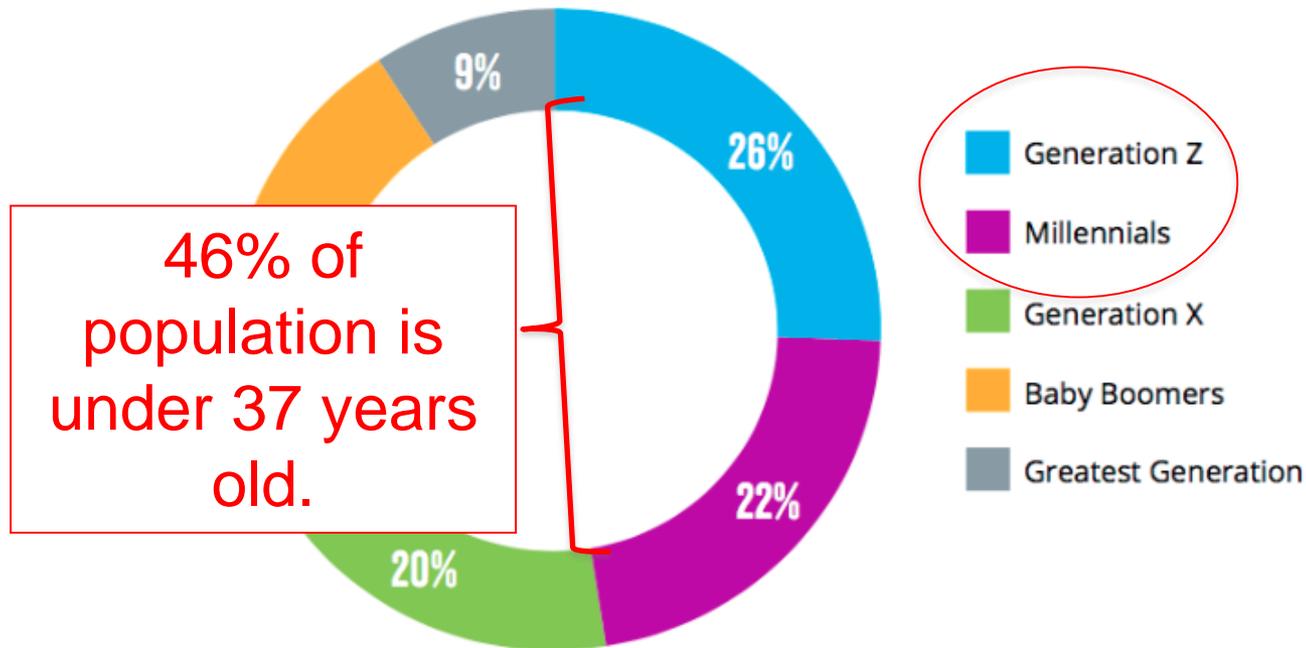


PEW RESEARCH CENTER



...but two generations are more attuned to marketing messages than others...about 150 million strong

## GENERATIONAL COMPOSITION



Source: Nielsen Total Audience Report (Q1 2017)



# PHYSICAL MARKETING IS IMPACTFUL TO MILLENNIALS AND GEN Z.

- Physical media makes a deeper imprint on the human brain than digital
- Print Media has “shelf life” and persistent presence versus the ephemeral nature of digital

*Source: Millward Brown Global Research Study*



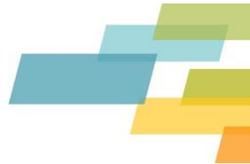
# MILLENNIALS RESPOND TO DIRECT MAIL

- 84% of Millennials take the time to look through their mail.
- 64% would rather scan for useful info in the mail than email.
- 77% of Millennials pay attention to direct mail advertising.
- 90% of Millennials think direct mail advertising is reliable.
- 57% have made purchases based on direct mail offers.
- 87% of Millennials like receiving direct mail.

*Source: [www.lendingsciencedm.com/](http://www.lendingsciencedm.com/)*



THIS IS WHAT 3,000 MARKETING MESSAGES FEELS LIKE!



# REDUCE THE COGNITIVE LOAD

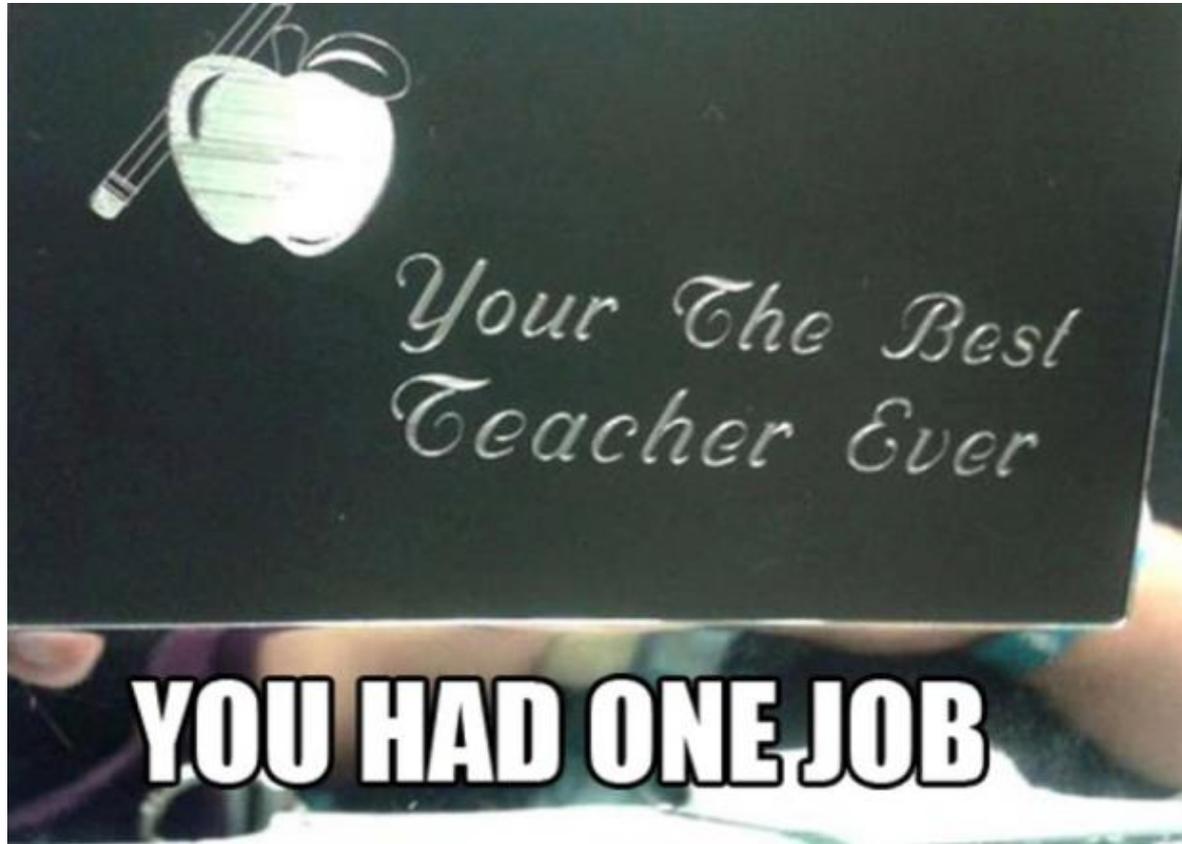


# PRINT AND DIRECT MAIL TAKES LESS COGNITIVE LOAD TO PROCESS

- The direct mail campaigns required 21% less cognitive effort to process.
- Participants' recall was 70% higher if they were exposed to direct mail rather than a digital ad.
- Activation in parts of the brain that correspond to motivation response was 20% higher for direct mail.

*Source: [www.lendingsciencedm.com/](http://www.lendingsciencedm.com/)*





**YOU HAD ONE JOB**

**FIRIE**





# Think of Marketing Channels as working together, but doing different “Jobs”

- Digital doesn't live on its own, and neither does print
- Thinking about the “customer journey” helps to balance out print, digital, and events
- Each marketing touch point has a specific job in moving your customer – your community member – along their journey.



# What's your job, digital?

## **Get users to click on something.**

Download, Share, Go To Somewhere.

- With any Digital tactics, user move Onto the Next Thing
- Very Ephemeral. Goes away from the brain very quickly...





Until Aug 17

## Summer Fun Cafe

San Diego Central Library

Join us for a hot, nutritious lunch for all children ages 17 and under. No registration required. Sponsored by San Diego Unified School District and the USDA... [More](#)

**JUL**  
10 Tomorrow 12 PM

**JUL**  
11 Wed 12 PM

+27

Sponsored

Create Ad



Find Your Way Home

[www.zillow.com](http://www.zillow.com)

Thinking of moving? Browse millions of homes and find the one that's right for you.

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No trade-in  
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+

# What's your job, physical?

## Get users to remember and keep until they act.

- Neuroscience has proven that physical media has a stronger impression on the human brain than digital media.
- If the piece gets you to go to a the website or attend the event, it has done its job.



# Awareness – Engagement - Action

- Most folks in your community are already *Aware* of your library, but they might not be aware of all the services and events you have
- First you want to get them interested and engaged
- After they're engaged they take an *Action* – sign up for a newsletter, attend an event

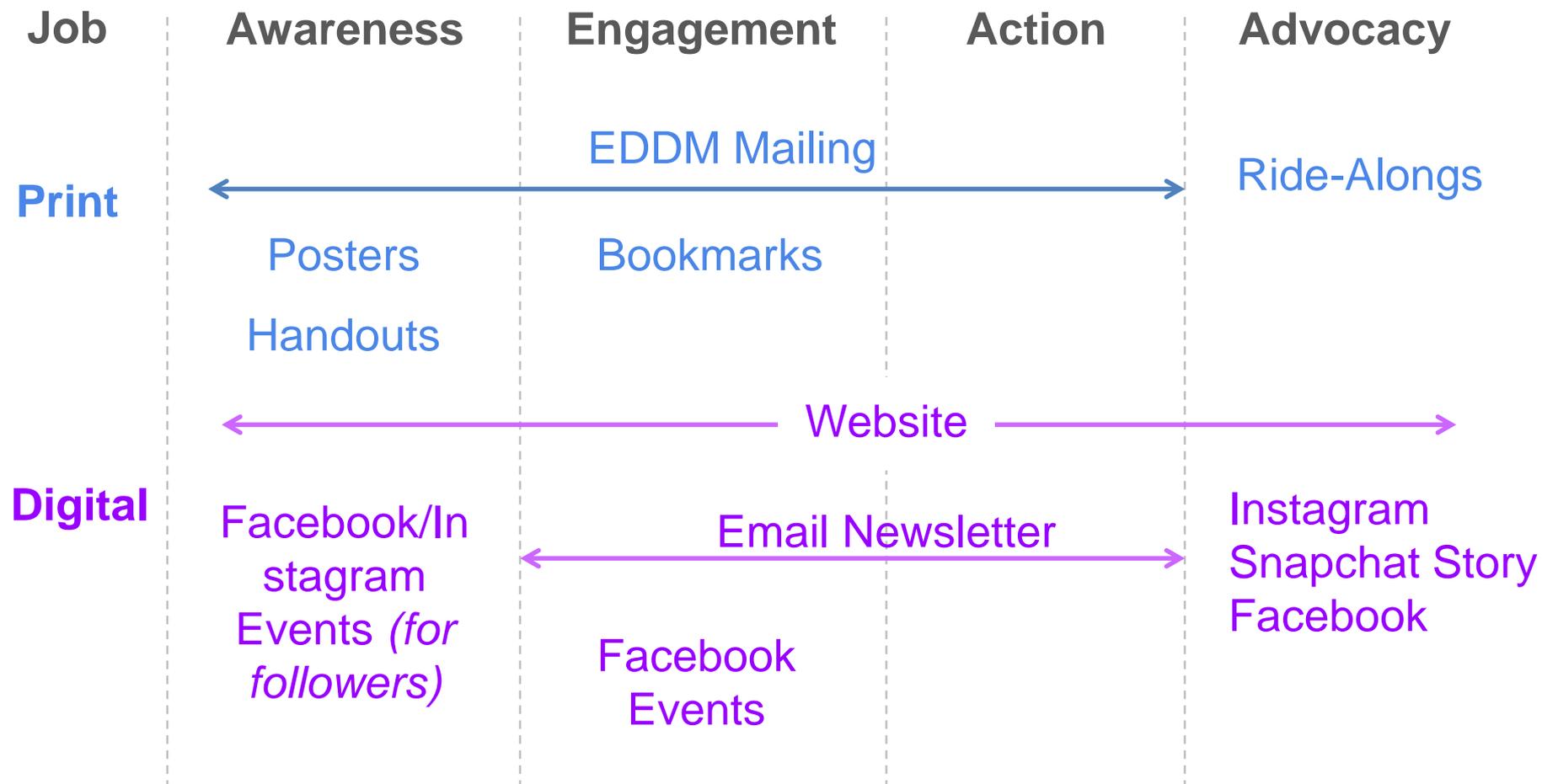


# Breaking up the marketing into “micro-commitments” and reduce cognitive load

- With 3,000 messages coming in per day, it's very hard to get someone to instantly say “yes” to what you're offering
- But, you can get them to say “Ok, I'll take the single-next step you ask me.”
- So, set up a bunch of single next-steps to move users along...



# Promoting ongoing summer Storytime – using Digital, Print and Direct Mail Channels



# DESIGN IS MORE ABOUT STORYTELLING THAN ANY SINGLE SET OF RULES

- How will your community improve with your event or effort? (*Stronger bond, nicer neighborhoods, etc.*)
- What kind of transformation will they experience with your event or engagement? (*Night out with kids, something to look forward to, strengthening the community, etc.*)
- What challenge are you helping them with? (*Things to do in Summer, Meeting Neighbors, a place outside of the house that isn't Starbucks, etc.*)



## Print and Direct Mail is about enough stopping power to get someone to actually “read” the story

- An image that resonates – studies indicate that response lifts when people see other people
- Copy that quickly tells your community a story they want to hear.
- A “call to action” that tells them what to do with the story you just told them.



# DIRECT MAIL IS MUCH, MUCH MORE ABOUT DESIGN

- Direct Mail combines lists, design, timing and postage to make an impact in the community.



# LIST TYPES COMMON FOR LIBRARIES

- **“House List”** – these are folks who have signed up for an event or given you their address
- **“Occupant List”** – these are lower-priced lists that deliver mail to occupants in a specific neighborhood or ZIP Code
- **“Every Door Direct Mail (EDDM)”** – these are bunches of cards that are dropped to a local USPS office. The cards are then put into the bunch of mail that the carrier delivers



# LIST TYPE ATTRIBUTES

More Targeted	HOUSE LIST	OCCUPANT LIST
Less Targeted	EDDM	
	Lower Cost	Higher Cost



# EXAMPLES OF DIRECT MAIL

Simple Calendar of Events that folks put on their bulletin board, refrigerators, or home books



295 South 1500 East | Salt Lake City UT 84112 | [www.bookartsprogram.org](http://www.bookartsprogram.org)

## LECTURES & SCREENINGS

FREE AND OPEN TO THE PUBLIC

**Artist Lecture: Daniel E. Kelm**  
Thursday, May 31, 5:30 pm

**Film Screening: Making Faces and Q & A**  
with guest artist Richard Kegler  
Thursday, April 12, 5:30 pm

**Gallery Talk: Peter and Donna Thomas**  
Thursday June 21, 5:30 pm

\*The 2018 Educators' Intensive is designed for K-12 Educators and is fully funded by the R. Harold Burton Foundation. Please register at [www.bookartsprogram.org](http://www.bookartsprogram.org)

FOR MORE INFORMATION AND TO REGISTER FOR COURSES:

[www.bookartsprogram.org](http://www.bookartsprogram.org)

[bookartsprogram@utah.edu](mailto:bookartsprogram@utah.edu)

801-585-9191

FIND US ON SOCIAL MEDIA:

[www.facebook.com/bookartsprogram](https://www.facebook.com/bookartsprogram)  
[@bookartsprogram](https://twitter.com/bookartsprogram)

SEND TO



# 2018

## BOOK ARTS PROGRAM

Classes | Workshops | Events

### Artists' Books I & II

**Marnie Powers-Torrey & Emily Tipps**

January 8 – April 23  
Mondays & Wednesdays, 3:05 – 5:00  
\$460

### Modular Typography:

**Building Letters on the Press**

**Richard Kegler**

April 13 & 14  
Friday & Saturday, 10:00 – 5:00  
\$195

### Paper Plates & Oil Paints: Low-tech Litho

**Allyn Hart**

April 28  
Saturday, 1:00 – 5:00  
\$60

### Book Repair for At-home Curators

**Christopher McAfee**

May 16, May 23, May 30, June 13, June 20  
Wednesdays, 5:30 – 8:30  
\$244, register through [continue.utah.edu/lifelong](http://continue.utah.edu/lifelong)

### The Book Restructured: Wire-Edge Binding

**Daniel E. Kelm**

June 1 & 2  
Friday & Saturday, 10:00 – 5:00  
\$215

### Letterpress Printing: Text + Image

**Crane Giamo**

June 14 – August 2  
Thursdays, 5:30 – 8:30  
\$340, register through [continue.utah.edu/lifelong](http://continue.utah.edu/lifelong)

### ANNUAL EDUCATORS' INTENSIVE

**Book Arts: Full STEAM Ahead**

**Annie Boyer, Jazmin Gallegos**

**& Allison Milham**

July 12 & 13

Thursday & Friday, 9:00 – 4:00  
Free spots for educators are limited; please register\*

### DROP-IN SESSIONS

FREE and no registration necessary—just drop by!  
Saturdays as listed, 1:00 – 5:00

### Bookmaking Blitz: Fold, Flap, and Pop!

March 31

**Papermaking: Make a Sheet, Take a Sheet**  
May 12

### Bookmaking: Materials + Structure

**Allison Milham**

June 19 – July 17  
Tuesdays, 5:30 – 8:30  
\$244, register through [continue.utah.edu/lifelong](http://continue.utah.edu/lifelong)

### Photopolymer Intaglio Printing

**Mare Blocker**

June 29 & 30  
Friday & Saturday, 10:00 – 5:00  
\$205

### Leather Binding Fundamentals

**Allison Milham & Emily Tipps**

July 28  
Saturday, 9:00 – 5:00  
\$125

### Bound to Travel: Mini Leather Journals

**Louana Tanner**

August 18  
Saturday, 1:00 – 5:00  
\$60

### Let's Get Digital on the Letterpress

**Crane Giamo, Marnie Powers-Torrey**

**& Amy Thompson**

September 7 & 8  
Friday, 4:00 – 8:00 & Saturday, 9:00 – 5:00  
\$155

### Book as Archive & Enclosure

**Alicia Bailey**

*Cosponsored by the Rocky Mountain Chapter of the Guild of Book Workers*  
October 26 & 27  
Friday & Saturday, 10:00 – 5:00  
\$185

### Annual PRINTappreciation & Open House

December 6

Thursday, 4:00 – 8:00  
Free and open to the public—just drop by!

50 YEARS ALL U NEED

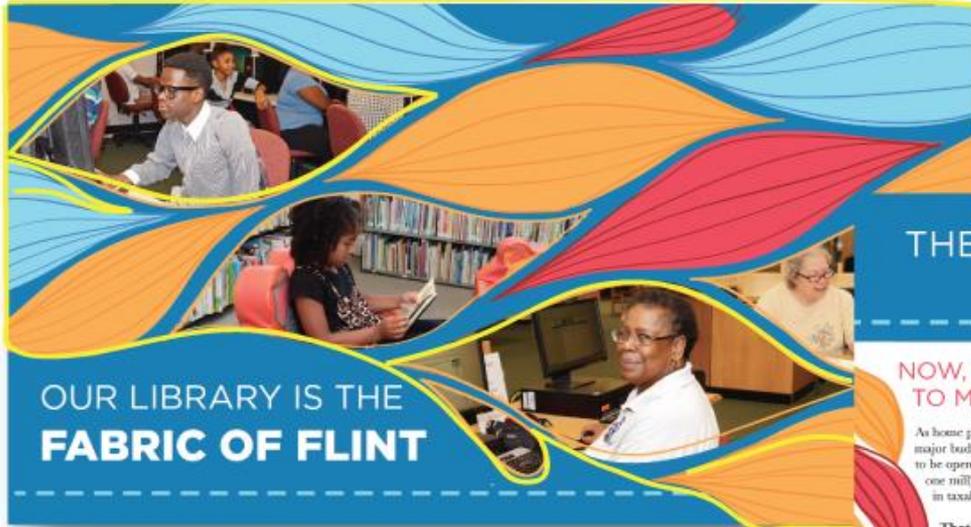


Book Arts Program  
J. Willard Marriott Library  
THE UNIVERSITY OF UTAH



FOR MORE INFORMATION [www.bookartsprogram.org](http://www.bookartsprogram.org), (801) 585-9191 or [bookartsprogram@utah.edu](mailto:bookartsprogram@utah.edu)  
find us on social media [@bookartsprogram](https://twitter.com/bookartsprogram)

modern  
postcard



OUR LIBRARY IS THE  
**FABRIC OF FLINT**

THE FLINT PUBLIC LIBRARY WEAVES PEOPLE  
 TOGETHER FROM **ACROSS OUR CITY.** ✓

**NOW, THE LIBRARY NEEDS OUR HELP  
 TO MAINTAIN VITAL SERVICES.**

As home prices fell in Flint between 2009 and 2013, the library had a 50% drop in revenue. Despite major budget cuts, there is still a gap between income and expenses. Flint residents need their library to be open and available as it is now, with no further cuts to hours. A small millage increase (6/10 of one mill) will fill the current revenue gap. This millage will cost a \$50,000 household (with \$25,000 in taxable value) just \$15 per year.

**That's right - YOU can make a difference, for just about \$15 per year.** Your YES vote on November 3 will enable Flint Public Library to continue its service in Flint.

**Learning Across a Lifespan** - When you visit the library or hear about our classes and events, you'll be sure to notice some changes. The Library intends to become Flint's "go to" place for learning across the lifespan. With the Children's Learning Place, the Idea Lounge, Teen Movie Making, StoryCorps and more, Flint Public Library provides opportunities for learning and enrichment for all ages.

LEARN MORE AND COMMIT TO VOTE YES AT  
[CITIZENSFORFPL.COM](http://CITIZENSFORFPL.COM)

**YES! NOV. 3**  
 TO KEEP OUR  
 LIBRARY STRONG

Mail to:  
 Citizens for the Flint Public Library  
 PO Box 458  
 Flint, MI 48501



# BEST USES FOR PRINT AND DIRECT MAIL

## ■ Print:

- Handouts
- Bookmarks
- Posters for promoting seasonal events
- “Award Cards” for Summer Reading Programs

## ■ Direct Mail into the Community:

- Fundraisers
- A Monthly Calendar of events – for the fridge
- Specific Exhibits by community members



# IN RECAP

- Many, many Marketing Channels are available
- Use Channels to do a specific Job
- The “micro-commitment” jobs bring a user along a “journey”
- Print and Direct Mail have specific jobs in guiding the users along their journey
- Print and Direct Mail leave a deeper imprint in the minds of users
- Focus design ideas on Stopping Power, a Story, and a Call-to-Action



# QUESTIONS AND HONEST ANSWERS



THANK YOU!



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