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
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

Print & Media Broadcast

- Billboards
- Bus Wraps

Online Marketing

- Email Newsletters
- Website
- Search

Social Media

- Facebook

Community Events

- Printed Calendars
- Online Calendar
...and I’m not done yet!
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:

- **Greatest**: Born 1928-45
- **Silent**: Born 1946-64
- **Boomers**: Born 1965-80
- **Generation X**: Born 1981-96
- **Millennials**: Born 1997-2000
- **Generation Z**: Born 2000-
...but two generations are more attuned to marketing messages than others...about 150 million strong

46% of population is under 37 years old.

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
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/
THIS IS WHAT 3,000 MARKETING MESSAGES FEELS LIKE!
REDUCE THE COGNITIVE LOAD
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/
YOU HAD ONE JOB
YOU HAD ONE JOB
YOU HAD ONE JOB!

0

9

LEFT

+

VOL

DIGITAL (-)

RIGHT

VOL -

ONE JOB!
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

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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

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<td>Posters</td>
<td>EDDM Mailing</td>
<td>Bookmarks</td>
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<td>Handouts</td>
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<td>Digital</td>
<td>Facebook/Instagram Events <em>(for followers)</em></td>
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<td>Facebook Events</td>
<td>Instagram/Snapchat Story Facebook</td>
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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

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<th>More Targeted</th>
<th>HOUSE LIST</th>
<th>OCCUPANT LIST</th>
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<td>Less Targeted</td>
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Lower Cost | Higher Cost
EXAMPLES OF DIRECT MAIL

Simple Calendar of Events that folks put on their bulletin board, refrigerators, or home books.
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 26% 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 Teen 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 CITIZENSFORFL.COM

YES! NOV. 3 TO KEEP OUR LIBRARY STRONG

Put up by:
Citizens for the Flint Public Library
PO Box 158
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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