

Direct Mail

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Low Response Rates: With an average response rate of less than 3%, most of the people you market to will reject or ignore your offer.

Attention: When consumers actually do read their direct mail, they tend to read mailings from advertisers they know and like.

New Customers: Direct mail is less effective in attracting prospects than in reinforcing existing customers.

Consumer Perception: Most consumers refer to direct mail as "junk mail" – and they have an even lower opinion of the most cost-efficient mail-merge packages that combine pieces from a number of different advertisers in one envelope.

Outdated Mailing Lists: Many people move each year, making it difficult for direct-mail companies to identify and maintain accurate databases.

Declining Couponing: Time-crunched consumers are not clipping and redeeming coupons the way they once did, reducing the impact and trackability of many direct marketing campaigns.

Growing Expense: Impending increases in postal rates, paper costs, production charges, and database fees could turn direct mail into one of the least cost-efficient of all media.

Radio

Intrusive: Radio is linear, where consumers listen through commercials, unlike direct mail that quickly gets discarded after little more than reading a headline – if it is even opened. Only one commercial is heard at a time on Radio, drawing attention to that one advertiser. How do you get people to open the direct mail they usually discard? By augmenting your marketing strategy with Radio to call attention to your mailings, and precondition recipients to the benefits of reading and responding to your direct mail offers.

Creates Brands: Radio generates new customers by branding an advertiser. Radio, with its reach and frequency, develops an image for the advertiser.

Personal Connection: The Radio Advertising Effectiveness Laboratory (RAEL) in its study called "Personal Connections, Personal Relevance" shows how consumers connect with radio. Consumers listen to a station because they enjoy it, unlike the "junk" perception associated with direct mail

Excellent Reach: Radio reaches 94% of all Americans 12 years and older. That includes new residents of the community whose address may not be updated in the Direct Mail databases. According to the U.S. Census Bureau, 13.2% of the American population age 16-and-older moved during the year 2004.