

Offline in an online world: making mail work

A new way to look at mail

Mail has changed. It is not just an effective medium to reach people – it can drive them online in big numbers.

Mail Matters

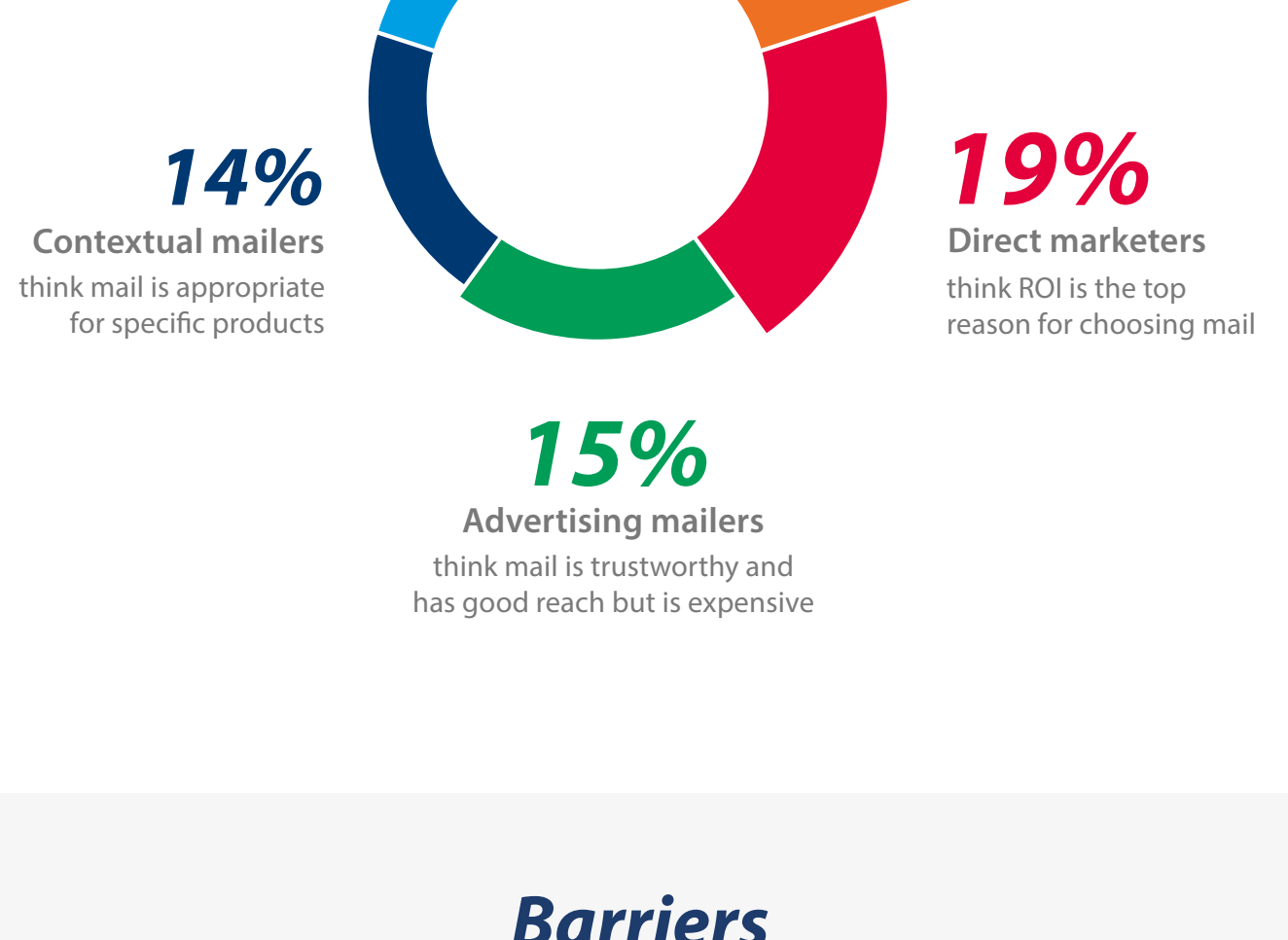


56% of respondents had run at least three campaigns over the past year

Mail is in use, but it seems not enough marketers are taking advantage of its possibilities and using it to its full advantage...

Usage

Effectiveness and proven ROI are the top two reasons for using mail. We identified five types of 'mailer'

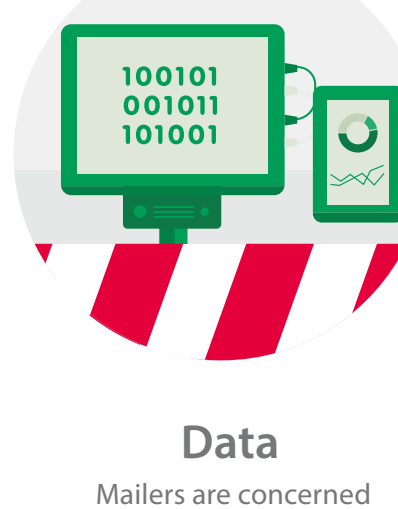


Barriers

Mail, like every medium, has its pros and cons



Cost
Mail is perceived as a premium channel, particularly when compared to email



Data
Mailers are concerned about effective targeting and analytics



'Junk mail'
There is an old perception of poorly-targeted mail that still remains



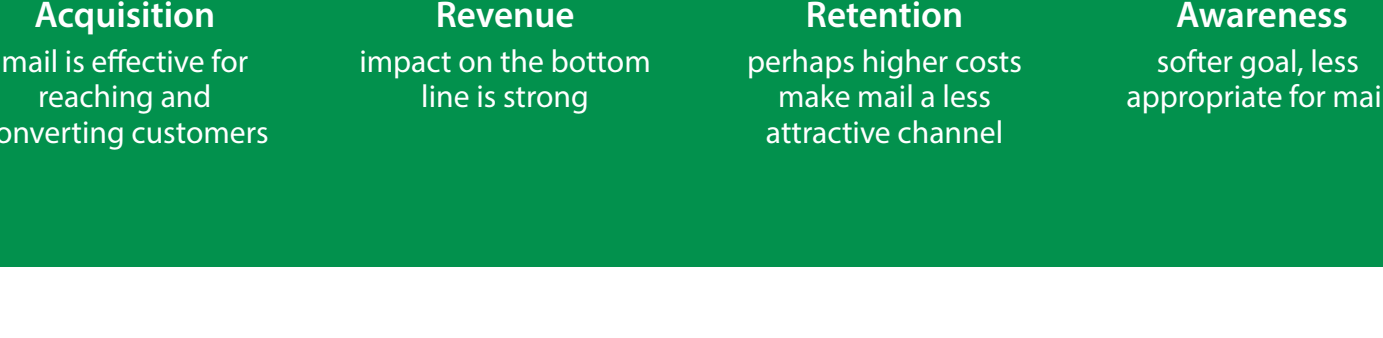
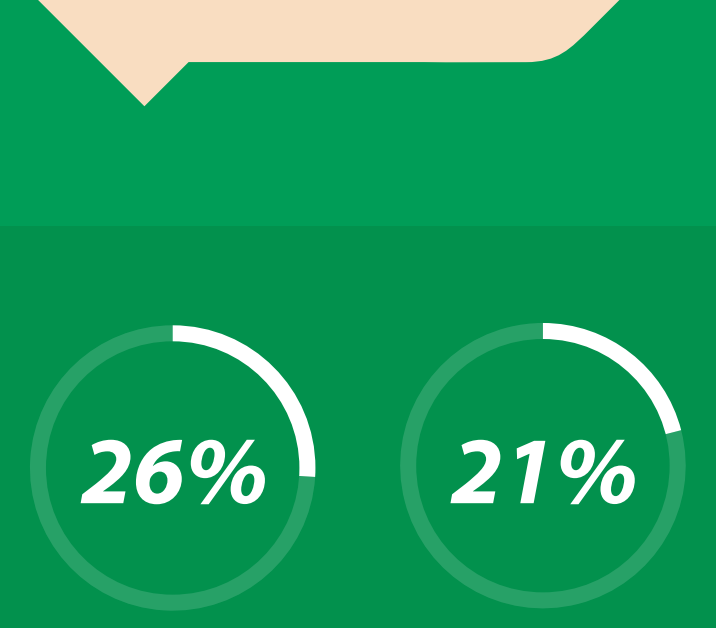
Limited interactivity
Marketers are unaware of new printing methods and technologies that have come into use



Inappropriate for product
Mail's unique properties isn't the right fit for some products

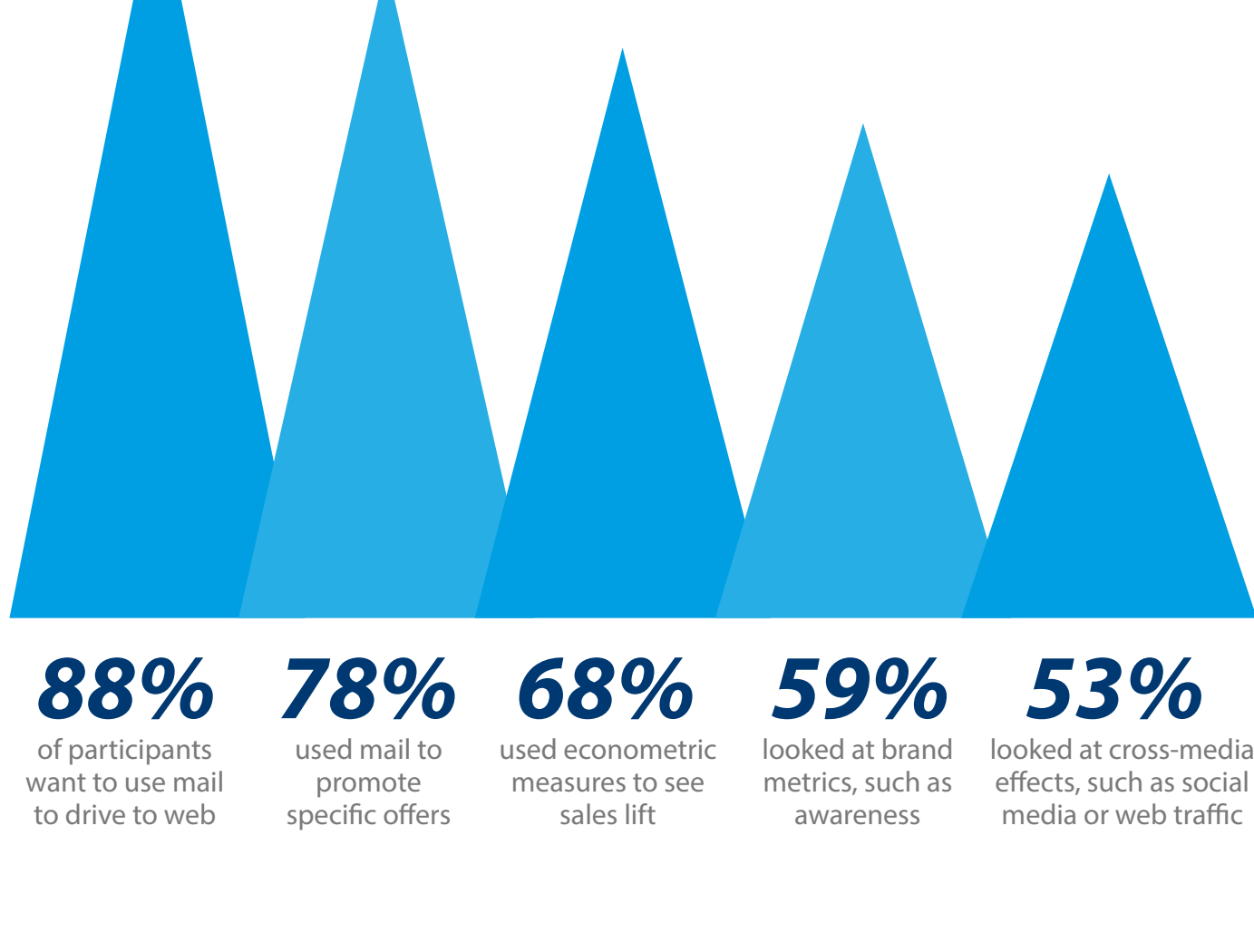
Goals and objectives

Mail is a good medium for a spectrum of tasks, but ROI comes into play. Growth and acquisition are the drivers for ad mail



Outcomes

While mail is old media, its objectives are firmly new media



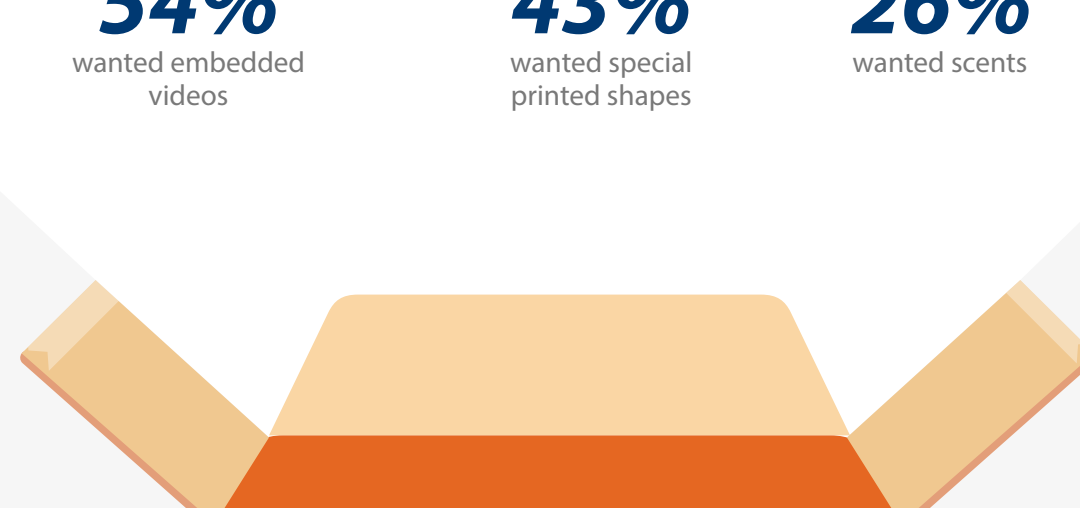
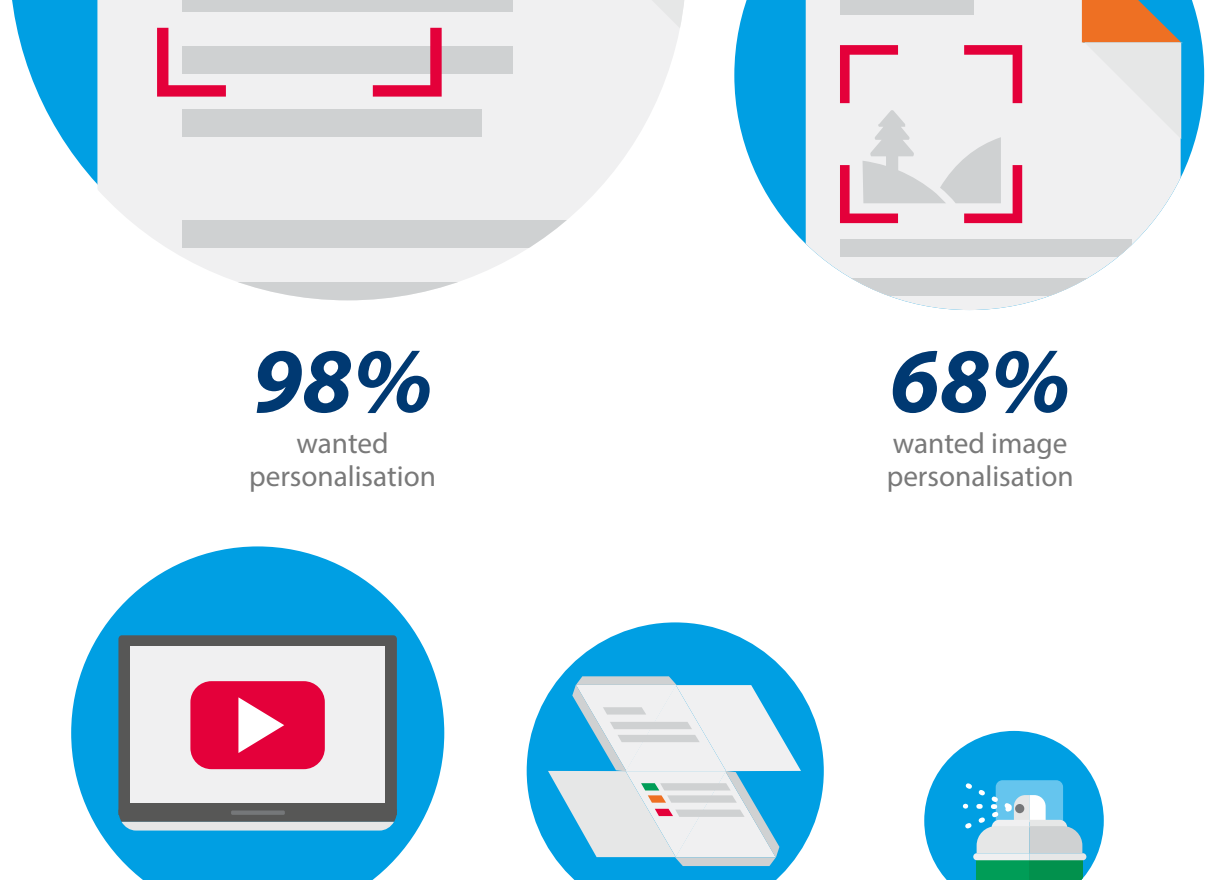
Offline to online sales

Marketers used tried and tested methods to drive people online



Future of DM

Many of the bells and whistles marketers wanted were already available, and have been for some time



Conclusion

The innovations in mail that marketers desire are already available. It's time to reconsider the channel.

Methodology

The Mail Matters report is an initiative undertaken by the DMA and sponsored by Ricoh. This was conducted during November and December 2014 via a survey that was hosted online and also telephone surveys via research agency ICM. This was promoted on the DMA homepage and added to some relevant DMA-member newsletters, social networks and websites. Therefore, both DMA members and non-members were surveyed and a range of geographic locations were reached. The data was collated and analysed by both the DMA's research department and the multi-dimensional scaling tool MarkSim before being sent to the report writer. The analysis was checked through for any discrepancies and the report proofread by the DMA. The report was designed in-house by the DMA's design team.

The survey consisted of both qualitative and quantitative question types in order to get valuable information that would be useful to both client companies and agencies using mail advertising mail related products and services. 113 responses were recorded.

About Ricoh

Ricoh is a global technology company specializing in office imaging equipment, production print solutions, document management systems and IT services. Headquartered in Tokyo, Ricoh Group operates in about 200 countries and regions. In the financial year ending March 2014, Ricoh Group had worldwide sales of 2,195 billion yen based on the IFRS accounting standard (approx. 21.3 billion USD).

The majority of the company's revenue comes from products, solutions and services that improve the interaction between people and information. Ricoh also produces award-winning digital cameras and specialized industrial products. It is known for the quality of its technology, the exceptional standard of its customer service and sustainability initiatives.

Under its corporate tagline, 'Imagine. change.' Ricoh helps companies transform the way they work and harness the collective imagination of their employees.

For further information, please visit www.ricoh.co.uk

About the DMA

The DMA provides guidance and support to help its members put their customers at the heart of their one-to-one communications to give them the rich benefits of a much more relevant, welcomed and effective relationship with each individual customer.

The DMA aspires to facilitate its members' marketing evolution with the opportunities, advice, support, networks and tools to be able to reach the sensitivity and sophistication of marketing to build their future prosperity – along with the success of the industry as a whole.

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