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# StrictlyNews

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**65%** of your customers have made a purchase as a result of Direct Mail

If it looks interesting,

**89%**

of your customers will open it

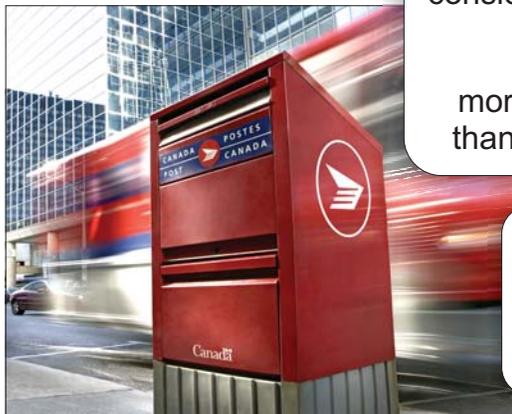
Your customer considers Direct Mail

**3X**

more trustworthy than social media

If it's personally addressed to them,

**87%** of your customers will read it



(Source: Consumers and Direct Mail, CP13-214, Sept. 2013)

## Direct Mail or E-mail ?

When was the last time someone told you “mail is dead”? was it yesterday? Or even today? In spite of the rumours, mail still is and continues to be an important tool in a marketer’s belt. With the perception that e-mail is “free” and mail is most definitely not, why would a marketer choose direct mail over an e-mail campaign?

One of the most important benefits of direct mail over e-mail is sheer volume. Inboxes are overloaded but mailboxes are not. Many e-mail messages are automatically removed by either spam filters or the filters the recipient has set up to move advertising e-mails. The filter on a mailbox is the consumer themselves, who will be physically handling and reviewing the direct mail piece for interest and relevance. “Select All” and “Delete” are an e-mail marketer’s worst nightmare.

The lower number of pieces results in less competition in the mailbox which means your message is more likely to be noticed. This makes it far more personal, allowing the mail piece to pitch your product or service directly to the recipient in the comfort of their own home or office. The **USPS shows 98% of people check their mail daily** and more than 75% sort their mail as soon as it is received. This means for most recipients, direct mail doesn’t build up into an unmanageable pile that gets swept into a recycling box without review, unlike unread e-mails that are deleted in bulk.

Your options to grab the recipient’s attention are limited to a subject line with e-mail. That has to be a very compelling subject line! With direct mail, you can use colour, shape, content, texture, samples, and more to engage your audience and keep their interest. You can link the mail piece to websites, social media accounts, and augmented reality, just to touch on a few options.

Mail is seen as more trustworthy than e-mail marketing. Phishing and spoofing are commonplace and increasingly sophisticated in the online world. It can be difficult for a consumer to know if an e-mail is really from a trusted source or simply a good con. It makes many consumers wary of even the most attractive e-mail offers. Mail doesn’t have the same stigma.

Direct mail is generally not considered a stand-alone marketing tool any more but rather an integral part of a multi-media campaign. It has been enhanced by digital technology; it can push consumers to websites, personalized or general, and designed to lead to a sale. So next time someone tells you that mail is dead, remind them of all the benefits they will be missing out on if they don’t consider direct mail as part of their marketing campaign!

(used with permission - Kristi K, Flagship Software)

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## StrictlyTips

### Can your mail qualify for Addressed Admail rates?

#### Addressed Admail Qualifications:

- Minimum 500 pieces
- Can include variable messages
- Delivery within Canada
- Addressed Admail mailings are defined as mailable items, that have the primary intention (main messaging) of motivating an individual to take action.

**Addressed Admail Postage rates SAVE an average of \$0.32 per piece over standard Lettermail rates.**

#### Examples include:

- promoting a product, service, program or event
- soliciting donations or contributions
- company’s annual report
- reporting on financial performance, primarily for promotional purposes
- supporting your loyalty card program. Includes all mailings relating to loyalty card programs. Excludes credit and/or debit cards with or without reward points

### How can WE help YOU save time and money?

We offer FREE personal consultations specific to your business needs that will help you integrate Direct Mail Marketing services into your promotional campaigns.

# Do you want to give Direct Mail a try?

Advertising by Direct Mail can Grow Your Business



The specialists at Strictly Addressing  
can help you contact business decision makers

with postage rates of as low as **13¢** per piece.\*

\*Conditions apply.  
Contact Strictly Addressing for details

## Charity / Non-Profit - Monthly highlight.

The power of DIRECT MAIL helping support Charities/Non-Profits reach far beyond London ON!



What if you called the police and **no one came to help you?**

For poor people throughout the developing world, this is everyday life. They live outside the protection of the law. No defense. No protection. Nothing to hold back violence. Not just the violence that makes the headlines like war or genocide—but common, criminal, everyday violence: slavery, sex trafficking, sexual violence, and property grabbing.

Every day, IJM, our local partners and a global justice movement are standing together to push back the advance of everyday violence. And every day, we're seeing proof that it is possible to not only rescue individual people—but to stop violence before it starts.

Will you join us? [IJM.ca/Get-Involved](http://IJM.ca/Get-Involved)



## Digital Printing Services offered at Strictly Addressing

**StrictlyAddressing** has invested heavily in cutting edge technology that provides higher output print quality at lightning fast speeds in our printing division. We are excited to have been the first in **Canada** to adopt this new technology and offer exceptional printing services to you, our customers, while maintaining our affordable prices.

## HUGE campaigns to small - We can help print them ALL!

**StrictlyAddressing** has successful Trade relationships with 100% LOCAL printers. We can take the worry out of coordinating details and outsourcing for all printing jobs regardless of size if required. We pride ourselves on having all work remain local to London. This allows not only Community support, but also sustaining higher printing standards than the outside massive conglomerates. These relationships maintain individual attention to all details, quick turn-arounds and completely alleviate shipping variables and unknowns. Staying Local just makes sense in a time sensitive, money conscious and competitive industry.

## Data Management Services offered at Strictly Addressing

Have you ever wished you could find an easier way to update and cleanse your list of contacts so that you have the most current and accurate information to keep in contact with your customer base and minimize the loss of contact with them. Strictly Addressing can now take your customer contact list and not only ensure it is properly set up for addressing but now we can check it against our NCOA software to find those customers who have moved and forgotten to let you know about it. The National Change Of Address software allows us to find people who have registered a change of address with Canada Post and update the contact list so that we have the most current information to ensure that your valuable mailing to them is received by the intended recipient and not returned to you or contain enough good data to be delivered. Contact **StrictlyAddressing** @ 519.433.4242 for more information.



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