

A photograph of a woman and a young girl embracing outdoors. The woman is smiling and looking up, while the girl is kissing her on the cheek. The image is overlaid with a teal color filter.

eBook #3

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# Building a Marketing Mix with Ultimate Reach

**Developing** your shared mail strategy

# DOES YOUR MARKETING MIX SET YOU UP FOR MAXIMUM SUCCESS?

When consumer marketers develop their marketing mix strategies, they often focus on consumer profile aspects like age, gender, education, location, and income when building targeting profiles. However, marketers often equate innovative targeting strategies with moving toward digital channels and, consequently, investing less in print advertising and potentially creating a non-optimal marketing mix.



Based on over 30 years of analysis of consumers across all geographies, the expert analysts at Mspark have identified which marketing channels appeal to consumers who live in major metropolitan areas and those who live outside them. While digital advertising influence is on the rise, print is still highly influential in every target sector, and especially for the 46% of the population that lives outside of metropolitan areas. In order to successfully capture all potential consumers, marketers need to understand these differences and tune their marketing mix strategies accordingly.

In this three-part eBook series we look at common targeting mistakes and offer best practices, delve into often missed marketing mix components, and share advice from experts on key implementation concerns.

IN THIS 3-PART  
EBOOK WE WILL  
DISCUSS:



Marketing  
Influence



Powering Your  
Marketing Mix



Shared Mail  
Strategy

# WHAT MAKES A SUCCESSFUL SHARED MAIL STRATEGY?

Developing the shared mail component of an integrated marketing strategy requires expertise in the target market as well as the mechanics and options.

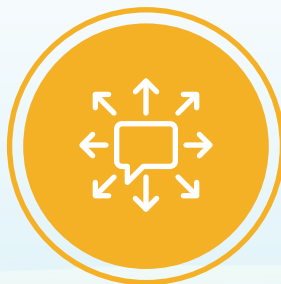
Based on the Mspark team's experience, the main considerations of adding shared mail to your marketing mix should include:



**Frequency**



**Personalization**



**Messaging  
& Visual Mix**



**Product**



**Evaluation**



# FREQUENCY:

## WHAT'S THE RIGHT TEMPO FOR SHARED MAIL?

Frequency is probably the most important consideration for any type of marketing activity. What's the goldilocks tempo for your shared mail? How often should you be mailing: weekly, bi-weekly, monthly? How many times in the year?

### THE ANSWER WILL VARY BY YOUR PRODUCT OR SERVICE.



Food Service or Grocery, for example, is very much an “as often as possible” category because people have to eat. In the non-metro areas where coupons and deals are of great importance to the buyer, ensure your offers are seen regularly and in the same spot each time, so the buyer knows where to find them.



In high-churn categories like Telecom & Media where competition is high, maintain your visibility and offers on a regular bi-weekly or monthly basis.

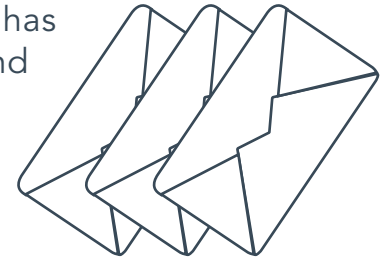


For retail in general, ensure you ramp toward 4th of July sales, back-to-school sales, Black Friday sales, and Christmas.

When trying to decide the duration of your campaign, studies have shown that **campaigns running between 3-6 months are most successful**. Fundamentally, target enough repetition to stay top-of-mind and beat out competitive offers.

### TESTING TIP:

The Mspark team has found that a 3-send plan is usually the minimum for a valid, useful campaign test.



**Without Utilizing  
Direct Mail**

**By Mailing 11-15x  
Per Year**



# PERSONALIZATION: WHEN DOES IT MAKE SENSE?

Personalizing a mailer can increase response up to 44%. In industries where churn and switching levels are high, personalization is a very productive way to target individual households with specialized offers to increase retention and new acquisition.

INCREASE  
RESPONSE UP TO  
**44%**  
BY PERSONALIZING  
THE MAILER

Consider personalization and impact postcards if you want to pattern-match new potential households or groups of households to your current high-value customers. This strategy is especially powerful for those providing Home Services and Medical, Health, or Vision services.



## KEY TAKEAWAY

Retailers who are promoting loyalty-oriented mobile apps find a 5-6% higher sign up rate when they use a postcard to promote the program.



# MESSAGING: HOW DO I CONNECT?

While studies have shown your direct mail eyeball-time is a little more than in the digital world, it's still only seconds. People are sorting through their mail quickly and deciding what to keep or toss.



## YOUR PIECE SHOULD TAKE THESE FACTORS INTO ACCOUNT:



Ensure your lifestyle images resonate with the profile and avoid overly generic stock images



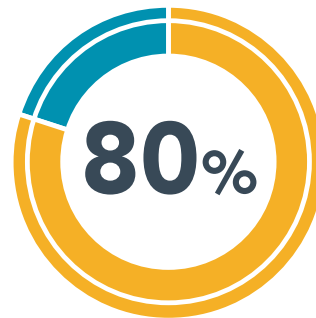
Choose clean, legible text that clearly show price-points, offers and calls-to-action are key



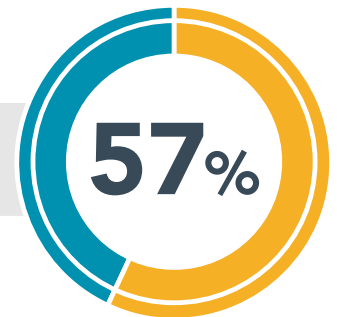
Avoid aspirational copy and stick with value-oriented, fact-based information



Make it easy-to-read, succinct, and eye-catching



***Increase in response when matching family images to a family household***



***Increase in response when matching household ethnicity to the image and message***



***Increase in response when addressing the consumer by their name***

# PRODUCT: WRAP, SHEETS, POSTCARDS – WHICH IS BEST FOR ME?

The number of shared mail options may initially seem daunting, but our data experts can help you create the optimal campaign for your specific needs. Much will depend on your goals and your budget.

## THIS MAY INCLUDE QUESTIONS LIKE:

**1) What's the level of targeting you want to do?**

### MSPARK SOLUTION:

The Wrap is a very cost-effective way to reach an entire market and achieve saturation. Impact Postcards are the best way to personalize and get household-level messaging to your customers and prospects.



**2) Do you want your target to easily carry your piece into a store for redemption?**

### MSPARK SOLUTION:

A Slim Jim is easy to transport and sticks out from the rest due to its dimensions.

**3) Are pictures are very important to differentiating yourself from your competitors?**

### MSPARK SOLUTION:

Categories like restaurants may want an Oversize Sheet because they have lots of space for pictures and promotions.

**4) Do you want to ensure high frequency on a cost-conscious budget?**

### MSPARK SOLUTION:

Value Sheets are a cost-effective way to maintain regular presence & visibility.

**5) Is competitive blunting of high importance?**

### MSPARK SOLUTION:

The Inside Wrap page will give you ample space for creative coupons for attention-grabbing offers.



# EVALUATION: WHAT'S THE BEST WAY TO MEASURE PROGRESS?

Measuring results is one of the most important and yet difficult things to do in marketing.

## DEPTH OF ANALYSIS

The depth of analysis will depend on aspects such as the type of POS system you use, the types of call-to-actions, and the vendor's access to your data. Partnering with your vendor to ensure tracking capabilities are pre-planned and accessible will be imperative. Developing a close relationship with your agencies and vendors will allow you to quickly gather results, make changes, test, and ultimately maximize the ROI for your business.



### TESTING TIP:

A key suggestion is to ask your vendors to track and deliver analysis regularly on the campaigns they run for you. This is their core competency and they should be happy and able to provide regular campaign results and insights.





# ABOUT MSPARK

Mspark, a national media distribution company, has been delivering value-oriented advertising solutions through direct mail to partners since 1988.

Mspark's comprehensive data-driven insights on consumer behavior helps organizations access and activate the target audiences they want to reach. With a distribution footprint of over 27 million households, the Mspark team prides itself on being a trusted partner that delivers measurable results and meaningful ROI to more than 3,000 clients.



## CONTACT US NOW

to explore how you can add shared mail to your marketing mix today:



**1-855-209-8881**

