

THE SPARK

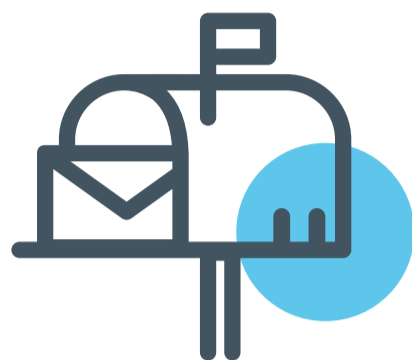
Sourcing and Procurement Flash Report

APRIL 2021



MARKETING PRINT

All Hail Snail Mail: The Case for Being Direct with Better Print Buying



Despite our increasingly digital world, Direct Mail has proven itself relevant. In fact, this traditional marketing tool has a higher ROI than both paid research and online display ads, and it's only 1-percent behind social media, the second highest ROI medium.

How can this be, you wonder? In theory, it shouldn't be any different than a spam email, dispatched back into the void with the same velocity at which it arrived in your mailbox. However, like the revival of physical books and vinyl records, Direct Mail offers a certain kind of connection that grows more rare to our experience each day. Direct Mail is interactive. It stimulates the senses to attract the recipient. The look, the feel, and sometimes even scent of the mailer draw people in more powerfully than email ever could.

With today's technology, marketers can identify their audience, test concepts, and track their customer's engagement like never before. Even with this knowledge, Direct Mail still needs to consume a significant part of any sound marketing budget. Yet, even though deployment of Direct Mail has declined over time, print buying has become a bigger part of the marketer's or general procurement team's job. With paper and postage costs rising, affording proper Direct Mail campaigns can be challenging, if not outright prohibitive.

Partnering with a team that specializes in Direct Mail, clients find that their costs drop dramatically — 18%-20% or more — when developing a modern and optimized sourcing strategy. Experts in the field have developed longstanding partnerships with printers and lettershops. They keep up with print technology, postal requirements, and discounts. Combining that knowledge and experience, they can recognize - by just looking at the format, frequency and volume of your campaigns - the best fit of suppliers for your needs while reducing your spend.

Whether requiring a supplier that will provide full-blown marketing services including concepts, list management, and result reporting, or just needing a printer who can print and mail on-time with 100% accuracy, working with industry and category experts who understand Direct Mail production allows your business to use an ROI-driven medium for your message without breaking your budget.



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We want to hear about your business challenges.

Contact thespark@logicsource.com to start the conversation.

