

ASISHOW. *Digital Expo*

Snail Mail on Steroids: How to Pump Up Your Profits With Lumpy Mail

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WHY USE CUSTOM MAILERS?

Lumpy Mail contains an object making your package harder to stack, so it can't be included in the normal pile of letters, postcards and throw away mail; even the act of grabbing it out of the mailbox sets your mail apart!

People enjoy getting packages and are naturally curious about what's inside. Think about the last time you received a box or bulky envelope. It was probably something you ordered. 3D objects are associated with the same positive emotions and can be perceived as valuable.

- GENERATE LEADS
- INCREASE BUSINESS WITH CURRENT CLIENTS
- GET IN FRONT OF HARD-TO-REACH CLIENTS
- MAKE A GREAT FIRST OR LASTING IMPRESSION
- WIN BACK FORMER CLIENTS
- STAND OUT FROM THE CROWD OF COMPETITORS

**NUMBERS TELL
A GREAT STORY**

- DIRECT MAIL HAS AN AVERAGE **4.4%** RESPONSE RATE COMPARED TO **.12%** FOR EMAIL (SOURCE: DATA & MARKETING ASSOCIATION/DMA)
 - DIMENSIONAL MAIL, AKA “LUMPY MAIL,” OUTPERFORMS STANDARD DIRECT MAIL BY **250%** (SOURCE: ONLINE MARKETING INSITUTE)
 - FOR EVERY **\$167** SPENT ON LUMPY MAIL IN THE US, MARKETERS SELL **\$2,095** IN GOODS – THAT’S A **1,255%** RETURN (SOURCE: DMA)
 - STUDIES SHOW THAT LUMPY MAIL GETS OPENED BY NEARLY **100%** of RECIPIENTS (SOURCE: DMA)
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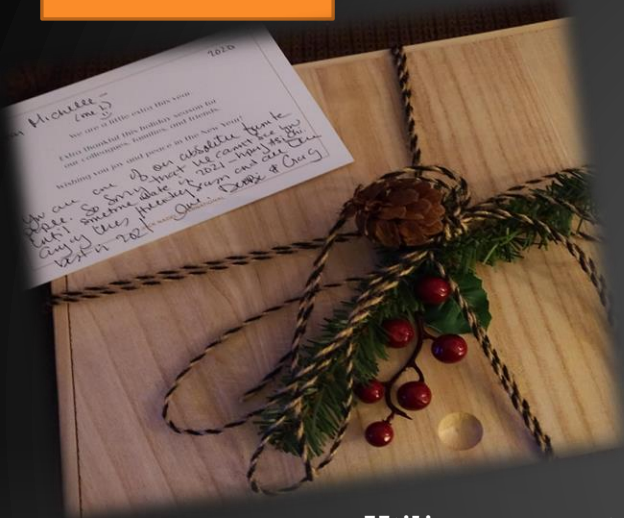
Custom Invite for Virtual Client Show – PromoShop



- The Top 40 distributor sent out 2,500 to clients & prospects
- PS worked with industry supplier The Chest, which specializes in custom packaging
- 968 people (nearly 40%) registered for the virtual event and 681 attended (27%)

CASE STUDY

Curated Mailers to Thank & Motivate Clients & Employees – Jack Nadel Int'l.



- Utilize eco materials as filler
- Use personalized notes and a consistent theme
- Working with your favorite suppliers can help with costs
- Use clever items specific to your location
- Don't neglect the outer packaging

CASE STUDY

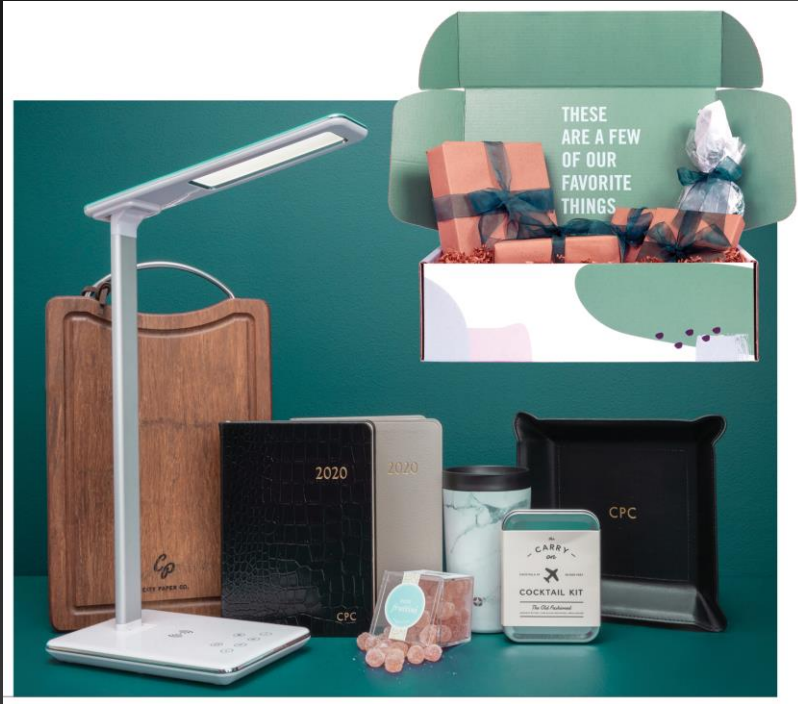
Themed Mailers Tied to Seasons – Maple Ridge Farms

- Most people focus on the December holidays, but Thanksgiving can give you a bigger bang for your buck as there will be less promo competition
- For summer, this supplier wanted to convey everyone's love of ice cream & to “chill out” during a singularly stressful summer
- Note the attention to detail of the engraved ice cream scoop and this mailer came with a coupon for free ice cream



CASE STUDY

Use Your Humor & Unique Personality – City Paper Company



- For its holiday gift in 2019, this distributor highlighted its “Favorite Things,” like *The Sound of Music* (note the “brown paper packages tied up with strings”)
- Each box sent to the company’s clients featured favorite promo items, chosen from City Paper’s employees from their favorite promo suppliers
- Note the little touches: The tissue paper was step-and-repeat logoed with the company’s “CPC” logo

CASE STUDY

2020 Best Distributor and Supplier Self Promo Mailers



- The “Bake It Happen” cookie decorating campaign from Monarch garnered a 100% response rate (and a ton of social media buzz by asking people to post their finished creations)
- Monarch’s “Pun Intended” campaign was sent to 300 clients and garnered a 75% response rate
- Maple Ridge’s campaign was tied to last year’s March Madness. When it was canceled due to COVID, they sent it out anyway, to make recipients happy and give them something fun to play with. Smart, because people loved it.

*(*Scroll down for the links with campaign details)*



CASE STUDY

420 Custom Mailer – Bell & Krolly



- Mailer in its 7th year - heads of Top 40 companies – requesting to be on the list
- Created because nothing else of its kind was being done
- We're highlighting a hot, emerging market & showing how to market to it creatively

FIVE MUST DO'S WHEN CREATING A CUSTOM MAILER

- KNOW YOUR AUDIENCE & BE SELECTIVE
 - LEAN INTO YOUR THEME WITH THE ITEMS INSIDE THE PACKAGING AND THE PACKAGING ITSELF
 - HANDWRITTEN OR PERSONALIZED LETTERS DELIVER AN IMPACTFUL MESSAGE
 - SET GOALS AND A STRATEGY FOR FOLLOW UP & EXECUTE WITHIN A DAY OF DELIVERY
 - CAUTIONARY TALES: PLAN...AND THEN PLAN SOME MORE
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QUESTIONS

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