

# TARGETED DIRECT MAIL FOR SHOPPING CENTERS

## A POPULAR STRATEGY FOR REOPENING AND COVID RECOVERY

A WHITEPAPER BY



### TREAT THIS AS YOUR GRAND REOPENING

As we begin welcoming shoppers back, we're all trying to adjust to a new normal. For shopping centers that are fortunate to reopen, that means quickly adapting your current strategies to meet a massive shift in shopper behavior.

Covid-sensitivity is paramount in today's environment. Shoppers want to feel safe and comfortable, especially in indoor spaces. No longer is a simple SALE message good enough. After 6 months of hibernation, shoppers need to have a compelling reason or desire to leave their homes to shop at the mall.

### TARGETED DIRECT MAIL CATCHES CONSUMERS' ATTENTION

Today's consumer is overwhelmed with a number of compounding distractions, including WFH, distance learning, health concerns, avoiding cabin fever and so much more.

A well-designed and visually appealing Direct Mail postcard can garner the attention of a targeted consumer for the necessary 2-3 seconds it takes to influence shopping habits. Break through the clutter and deliver a greater ROI.

### DIRECT MARKETING TRENDS IN RESPONSE TO COVID

- **Brand Loyalty**—Use of mail to reconnect with your shoppers
- **Customer Satisfaction, Retention and Acquisition**—Targeted Programs to win over shoppers
- **Marketing ROI**—Renewed focus on returns from targeted marketing programs
- **Multichannel Campaigns**—Consumer's choice; one channel driving to another channel (direct mail to digital or vice versa)
- **Personalization**—Lead generation and CRM
- **Shopper Confidence**—Use Direct Mail to diminish health and safety concerns

## DIRECT MAIL FUN FACTS

CONSUMERS PREFER DIRECT MAIL FOR RECEIVING MARKETING AND PROMOTIONAL INFORMATION (INFOTRENDS) AND DIRECT MAIL GETS CUSTOMERS ATTENTION; 81% OF HOUSEHOLDS READ OR SCAN SOME OR ALL OF THEIR ADVERTISING MAIL.

(USPS HOUSEHOLD DIARY STUDY)

## BACK TO BUSINESS!

Oversized Postcards starting at 50¢ each\*



Find great savings at  
H&M MICHAEL KORS AEROPOSTALE macy's

Come shop with ease and shop in safety at The Galleria  
Social Distancing • Masks / Face Coverings Required  
Frequent Sanitization of High Touch and Low Touch Surfaces  
Curbside Pickup Available from Most Retailers

GALLERIA

POSTAGE PAID  
PERMIT # 420

### LET SHOPPERS KNOW YOU'RE OPEN WITH A TARGETED DIRECT MAIL PIECE

- Direct Mail has a higher ROI
- Effective as a stand-alone or combine with a digital marketing campaign
- Instill consumer confidence with your messaging
- Target the right shoppers
- Track results

\*Includes print, mailing list, mailing services and postage. Pricing will vary depending on quantity and size.



## THE DIRECT MAIL ADVANTAGE

The Association of National Advertisers and the Data and Marketing Association (ANA/DMA) perform case studies and analyses each year in order to publish industry standards for response rates within various advertising mediums (Direct Mail, Email, Social Media, Billboard, Traditional Broadcast mediums [TV/Radio/Cable], etc.).

Historically, Targeted Direct Mail has the highest response rates and lowest cost-per-lead of any other advertising medium. That response rate averages between 0.008 and 0.016 (0.8% to 1.6%) based on 90% of what is mailed. NON-targeted direct mail, on the other hand, has a MUCH lower response rate, averaging between 0.003 and 0.010 (0.3% to 1%) based on 90% of what is mailed.

It is important to remember that the medium itself is only a small portion of the 'success formula' for direct marketing of any type. At the top of the elements for a successful campaign is CTA and a close second is the creative.

How the offer is presented to the prospect (within the creative) is key, because it is imperative that the creative generate at least 2 seconds of the prospect's attention. If a mail piece cannot capture at least 2 seconds of the recipient's attention, the recipient will not invest the time necessary to even identify with the brand or CTA.

- **TARGETING**  
The average person is confronted with 3,000 marketing messages per day—up from 500 just 20 years ago. (AMA) Direct mail has a distinct advantage in reaching a more precise audience advertisers seek.
- **GREATER FLEXIBILITY**  
Direct mail can be delivered any time in multiple formats. An 11x6 oversized postcard is a very compelling piece with reasonable, postage rates.
- **ACCOUNTABILITY**  
Direct mail generates responses and sales with an appealing CTA, which can be tracked and analyzed to measure and cost-justify programs.

CONTACT  
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TODAY FOR MORE DETAILS!

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## LET CPS GROUP SHOW YOU

### TARGETED DIRECT MAIL

Highest Response Rates

Lowest Cost-Per-Lead

Geography, Age, Income  
Gender and More

Mailbox vs. Inbox

### CPS GROUP DOES IT ALL

Complete Project Management

Mailing List Procurement

Design, Production and Print

Mailing Services

Mailing and Postage

## DIRECT MAIL FUN FACTS

CONSUMER RESPONSE TO DIRECT MAIL VARIES BY DAY. THE NUMBER OF CONSUMERS WHO HAVE DONE SOMETHING IN RESPONSE TO RECEIVING DIRECT MAIL IS HIGHEST ON SATURDAY (29%). MONDAY MAIL ELICITS LOWER LEVELS OF RESPONSE (25%).

(TND GLOBAL)