

DRMG




Guide to Direct Mail

Restaurant Edition



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Defining Direct Mail

Any truly comprehensive modern marketing strategy needs to incorporate direct mail. But what is direct mail exactly, and how does it work?

Direct mail marketing is a wide term that is applied to sending a range of marketing materials (including newsletters, sales letters, coupons, brochures, postcards and more) to a targeted group of people through the mail.

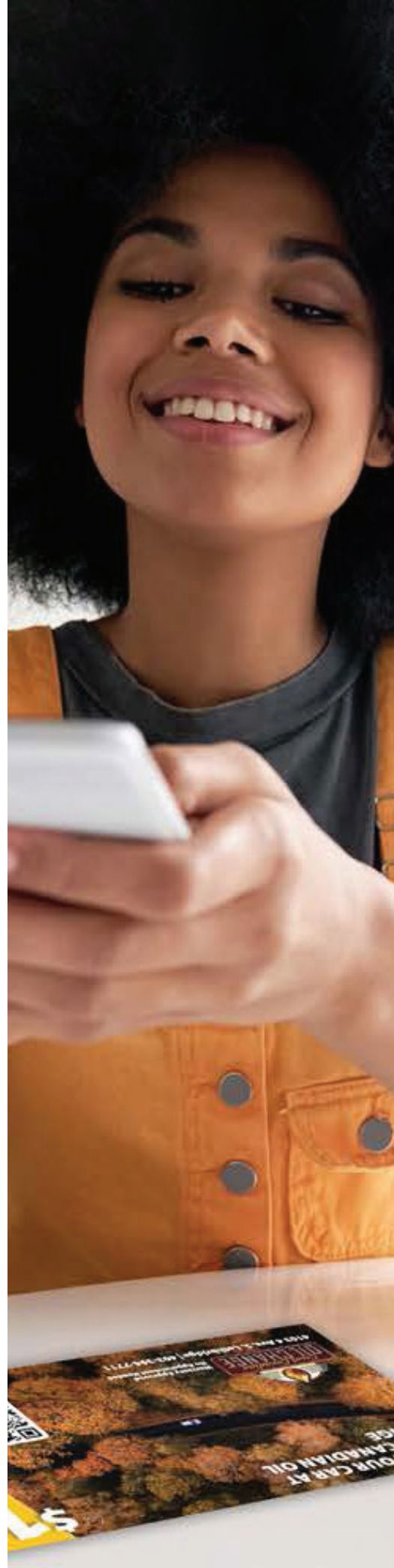
How does direct mail marketing work?

Your direct mail marketing partner will work with your business to determine the most effective materials to send to a specific group of people. Choosing who receives your direct mail materials is as important as the materials themselves. Thankfully, modern technology and techniques mean that direct mail marketing is more targeted than ever before. Building a targeted and effective mailing list is half the battle. The recipe for direct mail success also includes these important ingredients:

- A great product
- Captivating copy
- Professional graphics
- An offer that's too good to resist

Does direct mail marketing work?

Absolutely. If direct mail marketing didn't work it wouldn't be so popular, but the best way to answer this question is to share some additional questions with you. Have you ever received direct mail marketing materials? Did you pick them up? Look at them? Decide if you wanted them or not? Even if you decided that you didn't care about the materials you still took the time to pick them up, hold them, flip through them, and maybe even keep a few. We are willing to bet that on more than one occasion direct mail even influenced your purchasing decision.





Why does direct mail marketing work?

Direct mail marketing puts your branded materials directly into the homes of people who are statistically most likely to respond positively to them. Unlike digital ads, TV ads that people skip through, or a billboard you pass on the highway; direct mail puts a physical object in your potential clients' homes and hands. Your potential customers take the opportunity to look it over, decide if it is useful and in most cases, your advertisement usually ends up on the counter, table, or fridge for days, weeks or longer as a reminder for them.

Why is direct mail marketing still relevant?

Direct mail has survived and thrived for one reason – it works. Believe it or not, today there are still individuals and businesses that are not online (or not online as much as you). This is why even Google, a name synonymous with silicone valley, often uses direct mail to reach new potential clients.

The Direct Mail Advantage:

Physicality: 66% of consumers decide which store(s) to shop at based on where they can use printed (paper) coupons. That's a 6% rise from 2019. 82% of millennials use paper coupons that they get in the mail.

Source: Valassis Consumer Report, 2020

Data: Target and personalize your marketing message to reach the right people and increase its effectiveness. 86% of Canadian Consumers open mail that's personally addressed to them.

Source: TNS/Canada Post, Consumers and Direct Mail, September 2013

Connectivity: Include direct mail in your marketing mix for greater attention, heightened emotional engagement and stronger brand recall. Integrated direct mail and digital campaigns elicit 39% more attention (time spent) than digital campaigns alone.

Source: Connecting for Action, 2016

How does direct mail integrate new technology and marketing developments?

Direct mail has evolved with technology. It is now more targeted and integrated with digital media than ever before. Direct mail can be used to redirect people to websites, landing pages, social media accounts, and other digital properties either by posting an address or through the use of a QR code. QR Codes can extend your reach and increase your direct mail response rate by up to 500%.

Designing Your Ad



When it comes to creating effective print ads, strategic and thoughtful design is key. Here are our top rules for creating effective print ads:

Keep It Clean

Use clean ad design for a modern, sophisticated and evergreen advertisement.

Your ad should be designed to provide only essential information & avoid clutter. Research has shown that consumers prefer this type of design over traditional direct mail ad designs.

When designing an effective print ad, the graphics and structure are just as important as the copy. Many businesses feel they must occupy all white space of an ad with informative text and imaging, but this can feel overwhelming to prospective consumers. Having a proper white space ratio makes print ads more visually appealing and reader-friendly.

You will want to avoid choosing fonts or text styles that are overly fancy. Most newspapers and magazines tend to follow a specific format – they use plain font, avoiding anything overly serified, and use black standard size text on a white background. While you can be more creative with your titles, stick to something simple for your body text to maintain an ease of reading for your potential customers.

Consider Images Carefully

Many people are visual and possess relatively short attention spans, so ads that are exclusively textual may be off-putting. For this reason, using images and/or graphics correctly can help communicate your message. Avoid using generic photos purely for decorative purposes and make sure any visual imagery works alongside your copy. Keep in mind that original photography often works better than stock photos and of course, ensure your photography and logos are high quality!

Emphasize Your Brand

Embrace your brand in your print ad, the text and design should help create a feeling that is unique to effectively demonstrate what sets you apart from competitors and is true to your overall brand appearance. After repeated exposure, your potential customers will be able to recognize your brand from the moment they open their mail.

Ensure Contact Information Stands Out

Make sure your contact information isn't buried in the ad and try to provide various avenues of getting in touch (phone number, website, address, etc). This ensures the customer has options, so they'll be more likely to contact you.

Creating Your Copy



Your advertising copy is essentially your elevator pitch to potential customers. Your top priority should be ensuring your copy is easily scanned and the important details are highlighted. Here are a few of our guides for creating your copy:

Use Headlines Effectively

Headlines can increase your ads profitability by 2,3 and even 5 times!

A headline should describe the task that the customer wants to achieve. While print advertising is far less saturated than the digital space, it's important to use powerful headlines to grab the reader's attention – persuading them to continue reading. Your main headline should be simple and short, as you want to quickly speak to the emotional draw of your product or service. Your headline will aim to resonate with your potential customer so that they visualize themselves using your company.

Make Sure Copy is Clean and Concise

Skilled copywriters know how to communicate your message in a clean and concise matter. Stay away from needlessly ornate language and convoluted sentence structure that is not suitable for most advertising mediums. Ensure your ad copy is free of spelling and grammatical errors for a result that is clear and professional.

Describe the Benefits

It's important to describe the features of your particular product or service. Ask yourself: what makes it different from competitors? Be sure to focus on the solution you provide to a particular need rather than focusing on the problem itself. You may also want to include testimonials from previous customers describing outstanding service or satisfaction with the product.

Create a Call to Action

A lot of print ads tend to start off strong but then fizzle out towards the end. When designing your ad, try to create a sense of urgency at the end by creating a call to action. Perhaps you want to provide a coupon with an expiry date, encourage them to sign up for a newsletter on your website, or offer a complimentary quote or consultation.

Optimizing Your Offer

Your offer is the final hook to the creation of your direct mail advertisement. Give potential customers an offer they simply can't refuse! Studies show an offer message drives more sales in comparison to a brand message. Offers attract new customers, reactivate old customers and increase sales of related items. Here are 2 fundamental components to your offer:

Offer

What am I getting?

50% off
any menu item

buy one menu item & receive
the second for 50% off

Conditions

Basically what are the strings attached.

Second item must be of equal or lesser value. Not valid with any other discount or promotion. No substitutions. No cash value. One coupon per person per visit.

Location

Logo & contact details

Expires March 31, 2022

The LOCAL
CRAFT FOOD

123 Address Street
City | (123) 456-7890
thelocalcraftfood.com

Disclaimer

How do get it?

Expiry

Creates urgency,
make it prominent.

The Offer Itself

You will need to identify what your potential customer is getting.

Make sure your offer communicates how much the consumer is saving or what the value of the offer is. At DRMG, we advise our clients to do this through a dollar value discount. A dollar value-based offer can be positioned as a credit, which makes people feel like they're wasting money if they don't use it.

An easy trick to keep in mind when deciding between a percentage or fixed amount discount for a specific product is the rule of 100. If your item is less than \$100.00, use a percentage discount; if higher, use a

fixed amount discount. This is a psychological trigger that will result in the highest perceived value for your customers.

The Disclaimer

A disclaimer is an essential component to your offer. It is the fine print that outlines anything that would void the coupon or offer. Typically, this will include what location your offer is valid at, whether it can be combined with other offers and the time period that your offer is valid from. Be sure to clearly list the stipulations of your offer to ensure you get the most value from your coupon.



Direct Mail Guide

Restaurant Guide

Gain Inspiration from our Sample Ads!

See More Restaurant Ads Here:

Top Headlines

- Join Us For Our Delicious Appy Hour
- Enjoy a Great Night Out With Us
- A Wide Selection Of Beers On Tap
- Live Music Thursday, Friday and Saturday Nights
- New (Food Item) That You Have To Try
- Take Out Available
- Serving the Community Delicious Food Since (Year)
- Book a Reservation – We Do The Rest
- We're Famous For Our Wings
- Try Our New Menu

Top Offers

- 2 For 1 Burgers
- Buy one entrée, receive the second entrée at ½ price.
- Half price entrée
- Wednesday, Half Price Finger Foods after 8pm
- 2 for 1 Breakfast Saturday & Sunday
- Lunch Specials Starting at \$6.99
- \$2 off Any Wrap
- Up To 50% off selected dishes
- Half Price Lunch Specials with Purchase of Beverage
- Tuesday, Seniors Receive 25% Off

| Item | Price |
|-------------------------|-------|
| 10 GF Buns | +3 |
| 10 Extra Protein | +4 |
| 10 Extra BBO sauce | +0.25 |
| 10 Side | |
| 10 Beverages | 3 |
| 10 Red Potato Salad | 4 |
| 10 Coleslaw | 4 |
| 10 Yo-Bones Pit Beans | 4 |
| 10 BBQ Meat Slider | 4 |
| 10 Mac & Cheese | 5 |
| 10 Mac & Cheese (Small) | 6 |
| 10 Meats | |
| 14 14 24 | |
| 10 10 18 | |
| 14 14 18 | |
| 14 18 32 | |
| 11 6 | |

Finding Your Ideal Targets

Reaching the right audience is another key to the success of your marketing efforts. Take a moment to pinpoint who your main target audience should be. Once you have determined who you should be marketing to, you will need to determine where they live. Reach your

ideal audience and personalize campaigns by neighbourhood, demographics, interests and more. With DRMG's advanced targeting options, the possibilities are endless. Never waste your advertising dollars again!



Purchase Intent

What people want to buy now



Store Visits

Where people choose to shop



Purchases

What products and categories people prefer



Lifestyle & Interests

What people routinely enjoy throughout their lives



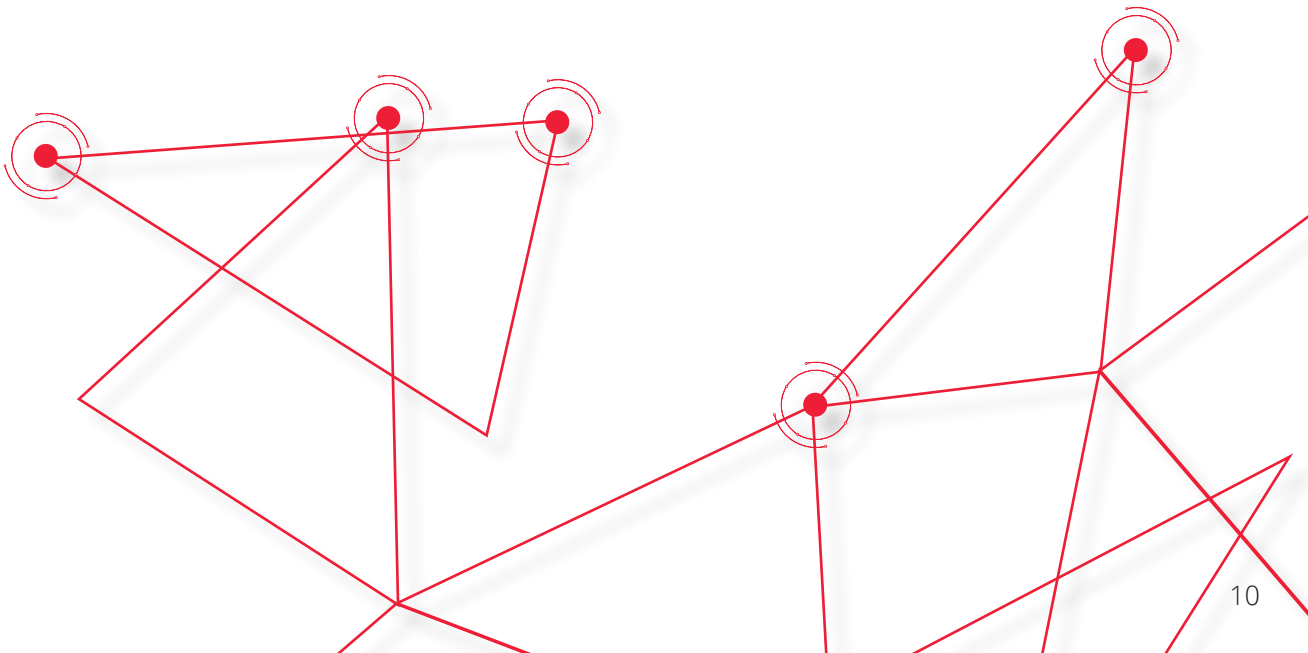
Demographics

Predicted age, gender, ethnicity and income

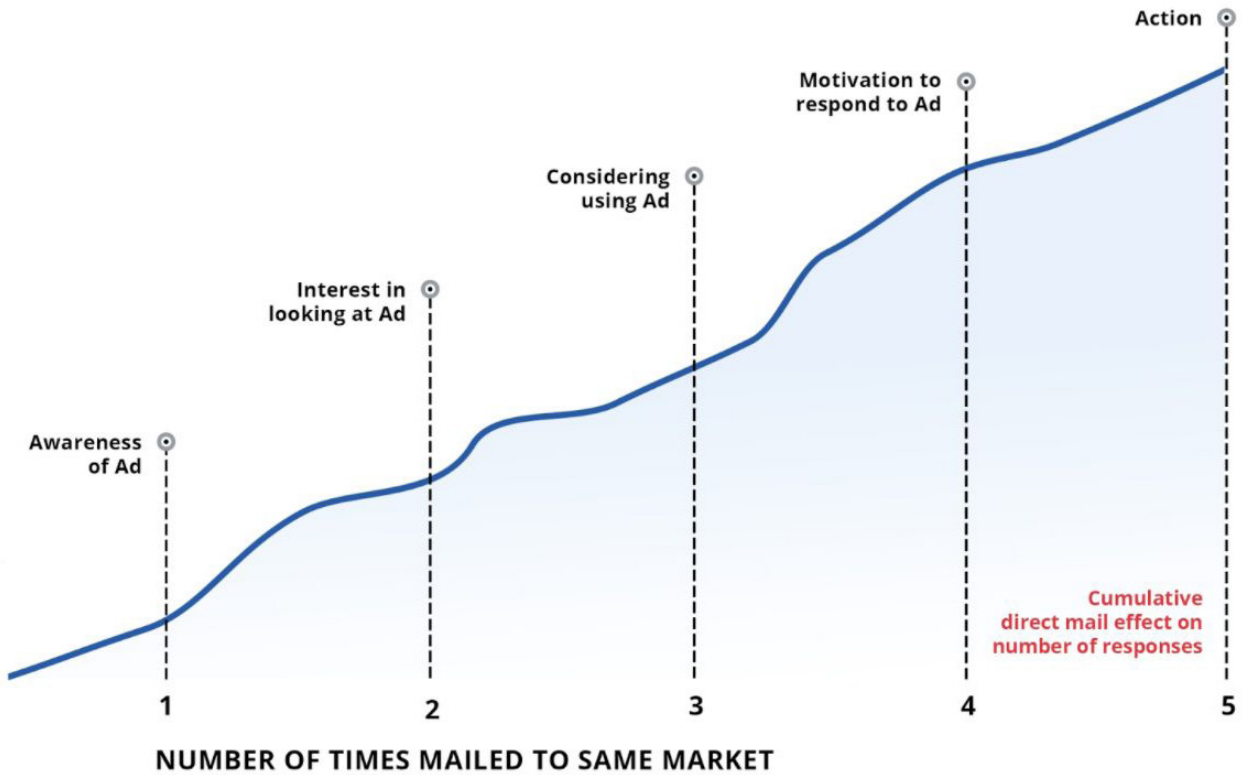


Coupon Redemptions

Likelihood to be savers



Using The Right Frequency



Source: Sales and Marketing Executive Report published by Darnell Corporation

When potential customers are repeatedly exposed to a brand and its message, it begins to feel familiar. Repetition builds brand recognition and trust. An advertising campaign that runs over a longer period of time keeps the brand top-of-mind for the target customers, and when the need arises they are most likely to connect with the brands they know and trust. The strongest brands are the ones that are built up over time.

One of the oldest concepts in marketing is the rule of five. A prospective buyer on average hears and/or sees your marketing message at least five times before making a decision to purchase from you.

Tracking Your Campaigns

In order to meet the best practices for a direct mail campaign, you will need to include:

Call Tracking Number

A call tracking number is vital to determining the success of your overall direct mail campaign. A call tracking number is a unique toll-free or local phone number that redirects to your businesses primary line. Through this technology, you are able to log and record each call that is derived from this unique number.

Website URL

Including your website URL on your direct mail campaign will help to drive potential customers to your website for more information. Your website's analytics will report an increase in direct traffic to your website during the time of your mail drop.

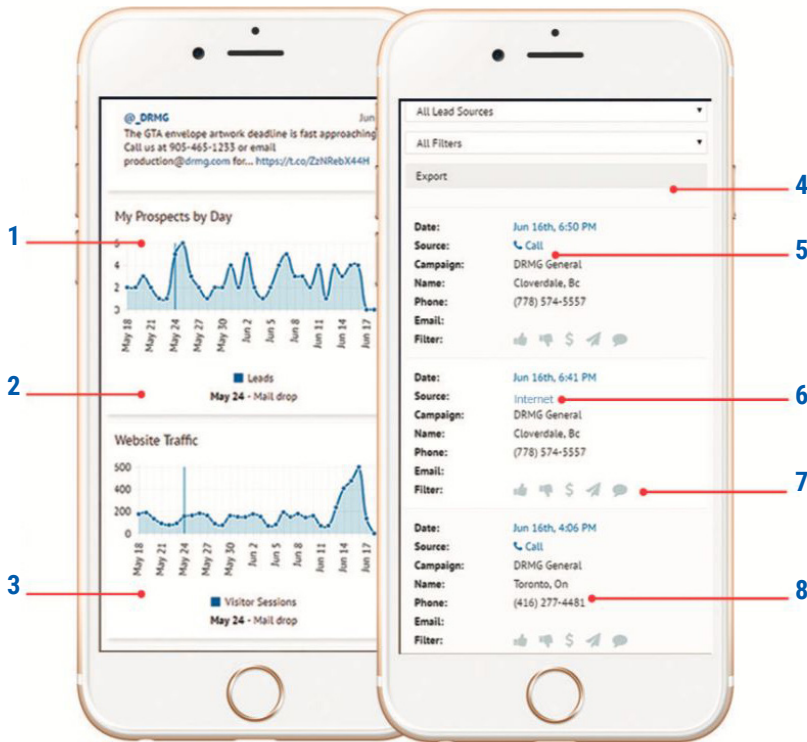
QR Code

The addition of a quick response code (QR Code) on your direct mail piece will not only increase response rate but it will also provide your business with valuable information on who's scanning your advertisements, from where and when.



Evaluating Your ROI

As your campaign is running, you will be able to review the success of your campaign in real time through DRMG Insight. Through this platform, you will be able to see the call volume that came from each campaign and monitor how many leads you have closed. DRMG Insight's unique reporting will allow you to have a better understanding of your ROI and how to continuously improve your campaigns.



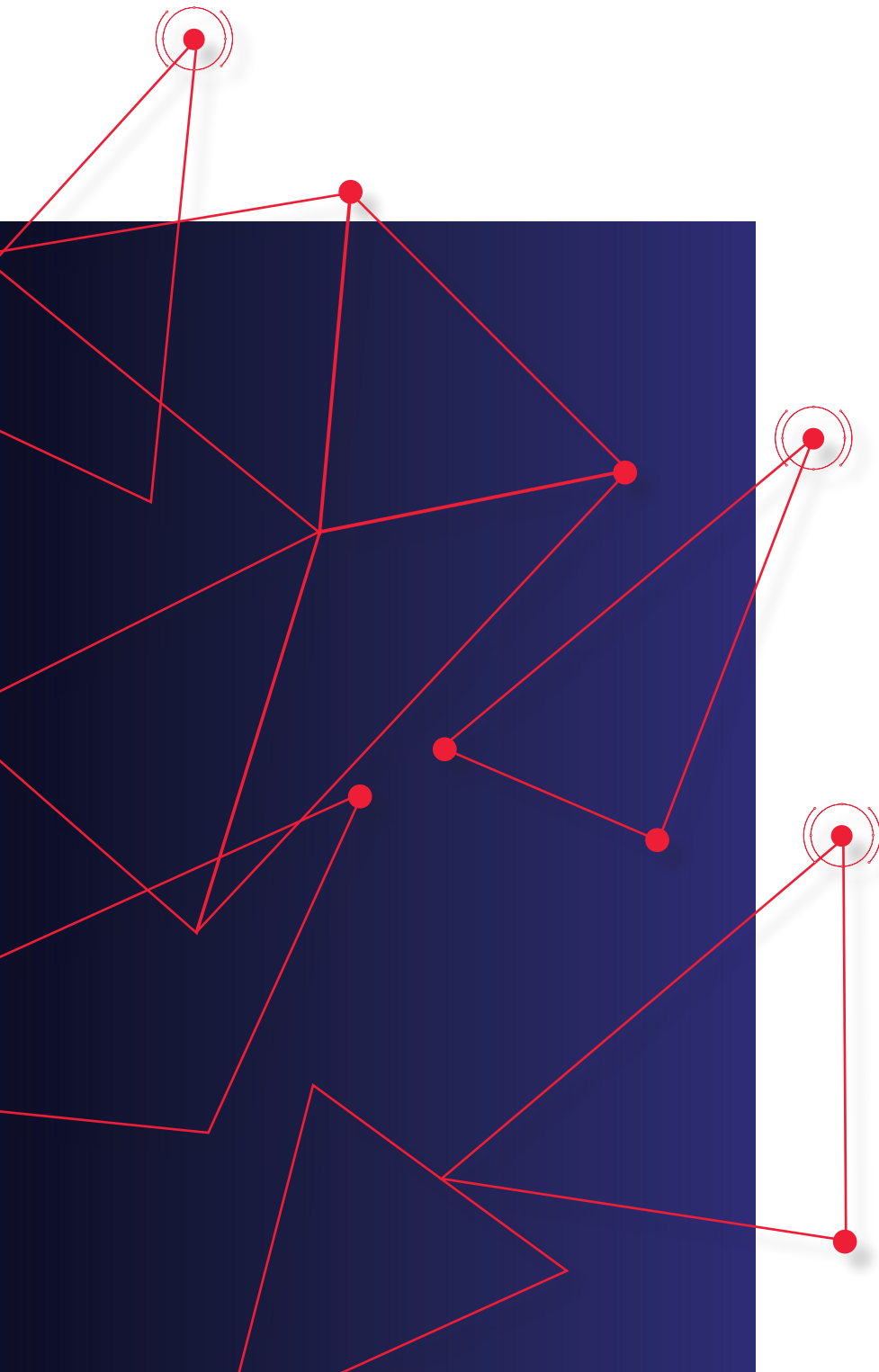
1. Look in Direct Mail Drop Dates and other key media dates
2. Track individual ads and media on the same chart
3. See the effect of the media on leads on website traffic
4. Export leads to any CRM with a simple CSV export tool
5. Record phone calls and collect caller information for all calls
6. Collect all website and landing page form submissions with all geo and IP data
7. Flag good and bad leads and make notes to follow up
8. Touch to call back right from your phone





Now that you've read through the in's and out's of direct mail campaigns, you will be able to master your next advertising campaign with DRMG by your side.

Let us help you create, design and deliver an offer that will grow your business!



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