



## Direct Mail Information

Source: Lee Johnson, Big Bear Marketing

### Market Facts

- Last year over \$60 million dollars was spent on direct mail advertising.
- Percentages of advertising dollars spent on: Direct Mail 20%, Newspaper 20%, TV 25%
- The average household receives 26 pieces of direct mail each week.
- The more credit cards you own, the more likely you are to receive advertising mail offers.
- 38% of households find advertising mail interesting.
- Postcards are the most likely to be read.

### What are the advantages of direct mail to newspaper advertising and other types of media?

- Targeted delivery to your primary audience by geography. Target by radius, geographic boundaries and drive time.
- Targeting consumers by demographics. Age, income, gender, ethnicity, lifestyle, etc.
- Direct mail provides more control over timing and delivery of your advertising.
- The ability to test different offers under your competitors radar screen.
- Stand alone attention with solo offers to insure that your message is not lost in the mix.
- Measurability of response rates by individual name and address for back end analysis.

### Direct Mailing New Movers and New Homeowners

- Approximately 20% of the U.S. population moves every year. This is an enormous number of people with tremendous buying power.
- New Movers are 3 times more likely to change their purchasing habits than established residents.
- New Movers spend 10 times more in the first 6 months at their new home than established residents spend in 2 years.
- New Homeowners spend more than \$9,400 on home related products.
- 42% of those moving into a new home are first time home buyers.
- And you can target by geography and demographics like age, income, gender and distance of move.

### Response rate are based on three criteria. The following percentages contribute to each of them.

- Creative 20%: Graphics, Illustrations and great copy are very important, along with a strong headline.
- The Mailing List 40%: There are over 50,000 mailing lists to target residents, consumers, businesses and specialty groups like new movers, newlyweds, new moms to name a few.
- The Offer 40%: The more compelling the offer, the stronger the response rate.
  - ✓ FREE has the highest response rate.
  - ✓ BYGO Buy-one-get-one is another strong offer.
  - ✓ Others include limited time offer, guaranteed offer, and introductory offer.

**The information has been brought to you by Big Bear Marketing (Direct Mailing for Success). For information on Big Bear Marketing, go to [www.bigbearmarketing.net](http://www.bigbearmarketing.net).**