

## BUILDING COMMUNITY

HOW PRINT CAN BUILD A SENSE OF  
COMMUNITY AROUND YOUR BRAND

USE A CONTENT  
CHECKLIST FOR POWERFUL  
DIRECT MAIL

SELF-MAILER OR ENVELOPE?  
WHICH IS THE BEST WAY TO  
SEND DIRECT MAIL

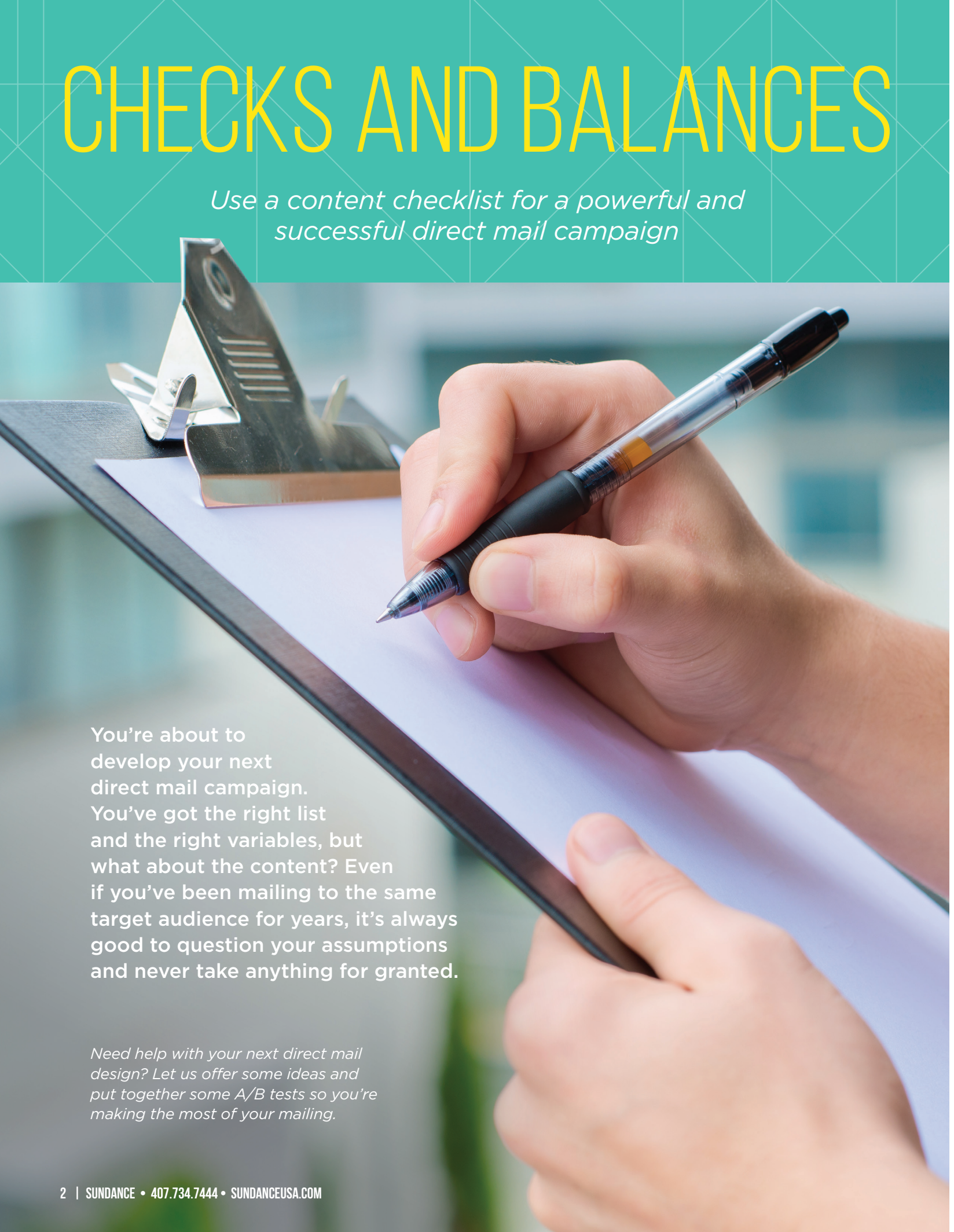
### PLUS:

- Mobile Video Is on the Rise
- The Feel of Paper Appeals to Consumers
- Traditional Letters Outnumber Self-Mailers



# CHECKS AND BALANCES

*Use a content checklist for a powerful and successful direct mail campaign*

A close-up photograph of a person's hands. The right hand holds a black and silver ballpoint pen, poised to write on a white sheet of paper. The left hand holds the bottom of a black clipboard. A silver metal clip is attached to the top of the clipboard, holding the paper in place. The background is a blurred teal and white geometric pattern.

You're about to develop your next direct mail campaign. You've got the right list and the right variables, but what about the content? Even if you've been mailing to the same target audience for years, it's always good to question your assumptions and never take anything for granted.

*Need help with your next direct mail design? Let us offer some ideas and put together some A/B tests so you're making the most of your mailing.*

## HERE'S A FIVE-POINT CHECKLIST TO KEEP IN MIND:



### Do you have the right visual content?

Have you been using the same images for years? It might be time to take some fresh photos or invest in some new stock photography. Just like color schemes and typefaces, styles in imagery change, too. You also want to keep a fresh face because, to your target audience, the same images mean the same brand story. Once they've heard it, there is no reason to hear it again. So keep it fresh and different.



### Do you have the right message?

Landing a sale used to mean focusing on features and benefits. What does the product do? How much does it cost? How does it compare to its competitors? Those things are still important, but marketers need to understand lifestyle needs and emotional triggers, too. This is a different approach that changes everything from the headline to the call to action.



### Have you tested your discounts?

In your offers and calls to action, does it matter if you say "50% off!" or "Buy one, get one free!"? If the customer buys two, the cost is the same, but one offer might resonate better with your target audience than the other. Try different offers and see what works.



### Are your testimonials up to date?

When was the last time you freshened up your customer testimonials? Three years ago? Five years ago? Are you still using the same ones from a decade ago? Like visual images, testimonials should stay current.



### Keep it simple!

It's tempting to overload your direct mailer with everything but the kitchen sink. Trim it down. You want the recipient to be able to look at the piece and know immediately what it's about. Use simple images, easy-to-read headlines, and clearly placed calls to action. Don't create confusion by cluttering things up.

## The Appeal of Paper

**76%** of consumers prefer the "feel and handling" of paper over other types of media.



Source: Two Sides / Toluna

© iStockphoto.com/Leslie Elieff

## Lights, Camera, Action

**62%** of marketers plan to increase their spending on mobile video in the next 12 months.



Source: IAB Video Ad Spend Study

© iStockphoto.com/trilaks



# THE DELIVERY IS IN THE DETAILS

*Self-mailer or envelope? Which is the best delivery system for your direct mail campaign*

**W**hich is best for your mailing? Folded self-mailers or direct mail envelopes? The answer is, it depends. These formats do not present you with an either/or proposition. You can use different formats at different times for different purposes.

Self-mailers are created when a single piece of paper is folded to create a self-contained mailing format. Depending on the size of the sheet, self-mailers can be folded into two or more panels. They can be sealed using glue lines, wafer seals, or glue spots along the edge.

Because these mailers require no envelope, they are a great option when you are on a tight budget. However, they are also readily identifiable as marketing mail and can have lower response rates. You must be careful when and how you use them.

With advances in digital printing, self-mailers can be printed on a wide variety of substrates, including heavier materials. This allows you to include pockets and interior panels into which you can insert gift cards, reply cards, or small samples. Because self-mailers can be digitally printed, they can be fully personalized like any other mailer.

Self-mailers are readily identifiable as promotional, which has led to different schools of thought in using them. One is that you should send them to people who already have a relationship with you—loyal customers who will open them, even though they are promotional, because of their relationship with your brand. The other is to use them for higher volume prospecting where people want promotional material because it's promotional. Clearance sales, new store openings with discounts, and getting free samples are good examples.

The exceptions to these rules tend to be nonprofit and fundraising campaigns in which letters are a critical and integral aspect of the personal connection between the donor and the organization.

In the end, choosing the right format depends on your target audience and the goals of the campaign. Testing will be critical to helping you identify when and where these formats will work best for you. Sit down and talk with us about your marketing goals and let us create a strategy to maximize your success.



A close-up photograph of a hand holding a yellow envelope. The hand is positioned as if about to fold the envelope. The background is blurred, showing what appears to be a filing cabinet or a similar structure with vertical slots.

## TO FOLD OR NOT TO FOLD

A small, stylized icon of a white envelope that has been folded into a triangular shape, representing a self-mailer.

### ADVANTAGES of self-mailers:

- No envelope and no inserting cost
- Can be digitally printed and personalized
- Offer lots of real estate for graphics and messaging
- Can include pockets to hold gift cards, reply cards, or other inserts
- Allow you to communicate your message without requiring someone to open the envelope

A small, stylized icon of a white envelope, shown flat and open, representing a standard envelope.

### DISADVANTAGES of self-mailers:

- Clearly promotional in nature
- Can result in lower response rates
- Will have more trouble getting past “screeners” at higher levels of an organization
- Cannot hold remittance envelopes or most BREs
- Inserts will be limited in size

TO REQUEST OUR FOLDING CHEAT SHEET VISIT [HTTP://BIT.LY/2XZT00B](http://bit.ly/2XZT00B)



# COMMUNITY CENTER



*Using print  
to build  
community*



**Want to sell more product? Try building a sense of community around a brand. This is a growing market trend, and one of the tools marketers are using is custom magazines.**

**Hold up! Magazines? Aren't magazine subscriptions on the decline? Not custom magazines. Custom publishing is on the rise. These publications become the glue around which other marketing elements—personalized direct mail and email, social media, and mobile marketing—are built.**

**Here are three brands that recently launched print magazines that might surprise you:**

#### LOWE'S

This DIY giant offers both an e-zine and a print version of its “Creative Ideas” magazine, which offers ideas on everything from hidden ways to create bedroom storage to painting a faux brick wall. This content drives readers back to Lowe's stores for supplies. The magazine's design style mimics DIY pin boards and online communities, creating a sense of being an integral part of the larger DIY family.

#### AIRBNB

There is a certain kitsch to being part of the Airbnb community and hosting travelers from all over the globe. To reinforce this identity, Airbnb's magazine “Pineapple” features stories from San Francisco to London told by Airbnb hosts. Airbnb clients tend to use the same homes over and over, so the goal is to keep hosts engaged so that travelers can build long-term relationships with the brand.

#### UBER

Being an Uber driver is like being part of your own world. So Uber created a magazine, “Momentum,” just

for its drivers. Topics range from stories from the field to tips on how to keep your back from hurting on the go. The goal is to “help drivers connect with Uber and with one another” and build a broader, stronger base of drivers that drives the brand forward.

The goal of custom magazines is different from traditional magazines in that these publications are not intended to draw advertising to make money through subscriptions. They are designed to engage readers more deeply—and it works. Print magazines are becoming the “new” thing that anchors brands' other marketing efforts, including social and mobile.

Could a print magazine be just the thing you need to pull your customers together as part of your brand community?

**Studies show that information shared in print tends to be easier to absorb and more easily and accurately recalled than information in digital media, but there is also something social and cultural about magazines, too. You don't read them on the go. You sit down, prop up your feet, and enjoy reading them with a cup of coffee. This creates a level of engagement different from scanning e-zines on the phone.**





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## AUGMENTED REALITY



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## MAIL MATTERS

**58%**

of **TOTAL MAIL VOLUME**  
remains traditional letters.

**14%**

of **TOTAL MAIL** remains  
traditional letters.

Source: PRIMIR/Interquest

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