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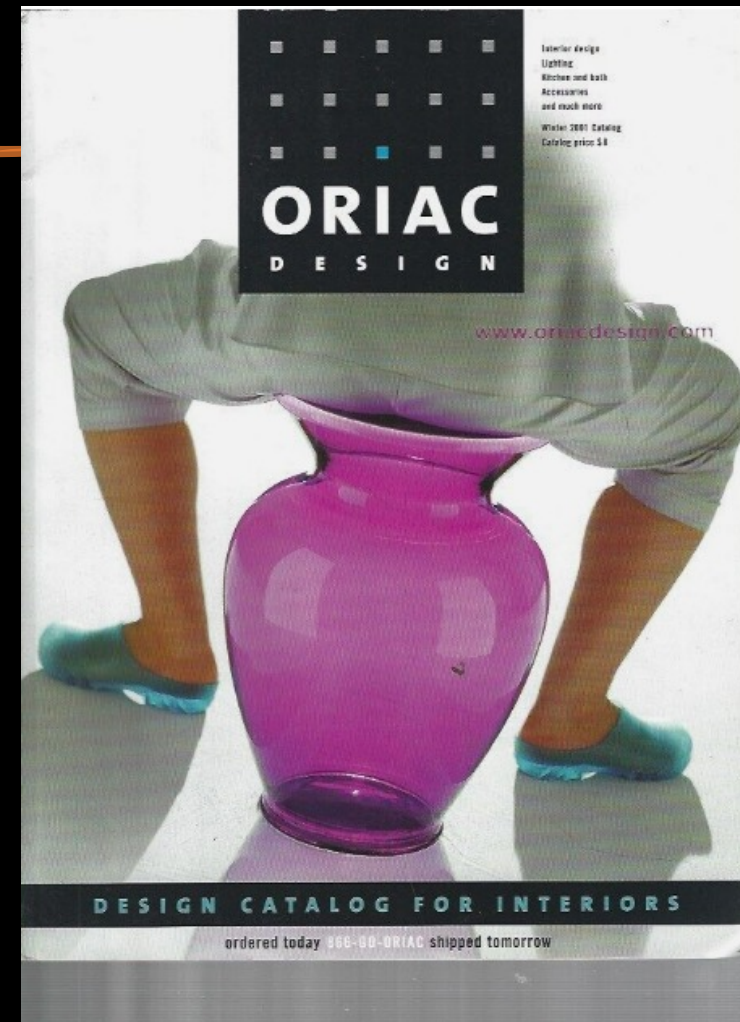
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**The Synergy of Online and Offline
Enhance the Impact of Direct Mail with Digital Marketing**

Warren Sukerne

A little Bit About Me

- Marketer with over 20 years of experience
- Started in DM
- Been primarily digital for the last 15 years
- B2B and B2C Experience
- Fractional Marketer
- Sweetspot: Creating Sustainable Demand Generation fueled by Thought Leadership Content



The logo for 'nemoa' is located in the top left corner. It consists of the word 'nemoa' in a lowercase, sans-serif font. The letters 'nemo' are blue, and 'a' is yellow. The text is enclosed in a thin blue rectangular border.

Direct vs Digital

Pros and Cons

Benefits of Each Tactic

Offline

- Tangible, personal, and memorable
- Long-term exposure
- Ability to reach secondary audience
- Enhanced brand awareness
- Mailbox is not as crowded
- More creative opportunities

Online

- Low cost to deliver
- Wide reach
- Precise agile behavioral based targeting
- Personalization
- Retargeting capability
- Frequency
- The ability to instantly measure engagement, performance, conversions and revenue
- Instant ad delivery via programmatic

Weaknesses of Each Tactic

Offline

- Time consuming campaigns
- Expensive to implement
- High hurdle for ROI
- Limited Personalization
- Junk Mail
- Environmental/ sustainability concerns

Online

- It's Noisy Out There
- Attention Spans
- Increased Competition
- Negative Reviews
- Spam/ Security Concerns

Common attributes

- Both below the line marketing
- Similar creative processes
- Audience selection and segmentation
- Personalization
- Metrics

Value that Online Channels can Bring to Direct Mail Campaign

Easy and Scalable Tactics



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Easy and Scalable Digital Marketing Integrations

- **Quick Message and Creative Testing**
- **Pre and Post Campaign Alerts**
- **QR Code**
 - Personalizable
 - As Detailed as You Want it to Be
 - Very Measurable
- **Landing Page**
 - More detailed information
 - Continues the Story
 - Mixed Media
 - Instant Ordering
 - Very Measurable
- **Retargeting**
 - Add segment to digital platform
- **Variable CTAs/ Imagery - USPS**



Book a meeting with me.

Barriers to Integration

Overcoming Real & Perceived Barriers

Barriers

- Budget
- Coordination Difficulties
 - Organization
 - Style Guidelines
 - Timing
 - Goals
 - Metrics
- Data Integration



Photo by [Leo Hiner](#) on [Unsplash](#)

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The Synergy of Direct and Online

Case Studies

Case Studies

- Sephora QR Codes in Insider Savings Postcards
 - Virtual try-on/ digital sampling
 - Increased customer engagement
 - Simplified shopping experience
 - Access to comprehensive product information
- Ikea Augmented Reality (AR) in Catalog
 - Manipulate furniture at scale in consumer's home
 - 35% Sales Lift
 - 20% Reduction in Returns



Bones Coffee – Email Opt Out

- Sent post card campaign to email opt-outs
- Spent \$6500 to mail 12,000
- 20% Conversion
- 10X ROAS

SIP AND SAVOR THE SEASON

APPLE CIDER
DONUT



CINNAMON DONUTS
& APPLE CIDER

PEAR-ANORMAL
ACTIVITY



SPICED CARAMEL
PEAR

SWEET TATER
SWIRL



CINNAMON
SWEET POTATO

FRANKENBONES



CHOCOLATE
HAZELNUT

JACKED 'O'
LANTERN



PUMPKIN
SPICE

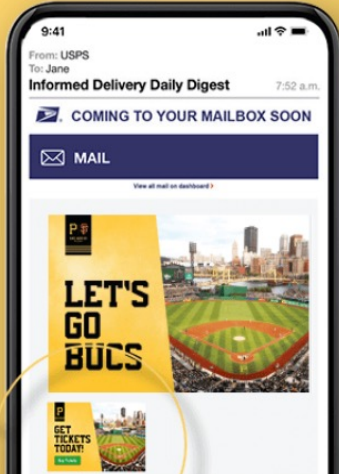
SCAN THE QR CODE TO SHOP THE COLLECTION,
OR VISIT [BONESCOFFEE.COM](https://bonescoffee.com) TODAY!



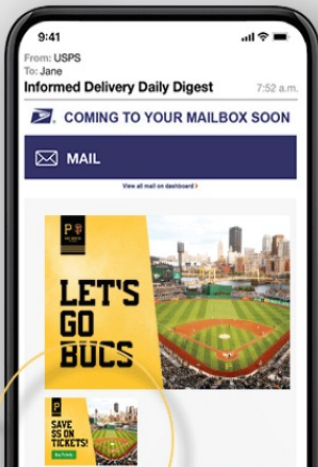


Informed Delivery Split Test

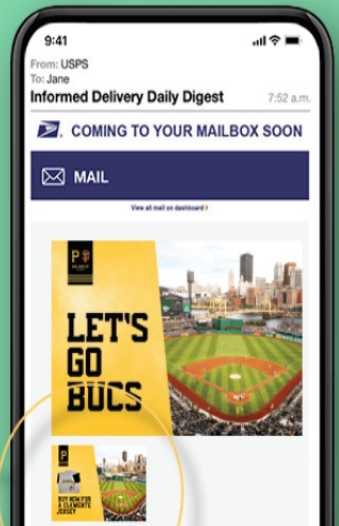
- Split Test of 3 ID offers
- Ride Along Images
- \$5 off discount had 9% lift over control CTA
- Free jersey had 39% lift



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02

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Microsoft Tech-Ed Conference

- Leading conference for training corporate developers and IT
- Big goals for System Center launch
- Post Card Campaign drove 30% lift



Microsoft®
System Center



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Delta Airlines

GATHER YOUR GETAWAY TEAM

EARN 10,000 BONUS MILES

Add an Additional Card Member to your Delta SkyMiles® Reserve American Express Card account and earn 10,000 Bonus Miles after an Additional Card Member spends \$500 in eligible purchases on their Card in their first 6 months of Card Membership.

Annual Fee of \$175.†

OFFER VALID 2/1/24-12/31/24

See reverse side for other terms and conditions.



BONUS MILES FOR ADDITIONAL CARD MEMBERS:

Add one or more new Additional Card Members to your account through the promotional offer page and you can earn 10,000 bonus miles after each Additional Card Member spends \$500 (the "Threshold Amount") or more in eligible purchases on their Card within their first 6 months of Card Membership starting from the date on which the Additional Card Member is added to your Account, up to a total of 40,000 bonus miles. Additional Card Members can be added at different times but must be added by 12/31/2024 to be eligible for this offer. Additional Card Members on your Account must be added through the promotional offer page to be eligible for this offer. Offer not available for Additional Card Members who have previously been Additional Card Members on their Account. Purchases made by other Additional Card Members on your Account will not count toward the Threshold Amount. Purchases made by eligible Additional Card Members will not be combined to satisfy the Threshold Amount. Your purchases as the Basic Card Member will not count toward the Threshold Amount.

Eligible purchases do NOT include fees or interest charges, cash advances, purchase of traveler's checks, purchase or reloading of prepaid cards, purchases of gift cards, person-to-person payments, or other cash equivalents. Eligible purchases are purchases for goods and services minus returns and other credits. The bonus miles will be applied 8-12 weeks after the Threshold Amount is met. To receive the bonus miles the Card Account must not be canceled or past due at the time of fulfillment.

You can earn 10,000 bonus miles after the Additional Card Member spends \$500 or more on eligible purchases on their Card within the first 6 months of Card Membership starting from the date on which the Additional Card Member is added. In rare instances, the Additional Card Member's period to spend \$500 may be shorter than 6 months if there is a delay in receiving their Card. Also, purchases may fall outside of the 6 month period in some cases, such as a delay in merchants submitting transactions to us or if the purchase date differs from the date they made the transaction. (For example, if they buy goods online, the purchase date may be the date the goods are shipped). Bonus miles will be applied 8-12 weeks after the spend threshold is met.

If we in our sole discretion determine that you or your Additional Card Members have engaged in abuse, misuse, or gaming in connection with this offer in any way or that you intend to do so (for example, if you added one or more Additional Cards to obtain an offer(s) that we did not intend for you, or if you or your Additional Card Members cancel or return purchases made to meet the Threshold Amount), we may not credit, we may freeze, or we may take away the Bonus Miles from your account. We may also cancel this Card account and other Card accounts you and your Additional Card Members may have with us. This offer is not transferable. American Express reserves the right to modify or revoke offer at any time. Additional Card Members do not have accounts with us but can use your Account subject to the terms of the Card Member Agreement, must be at least 13 years of age and never had a default account with American Express. You are responsible for the activity and use of your Account by Additional Card Members. You must pay for all charges they make. You authorize us to give Additional Card Members information about your Account and to discuss it with them.

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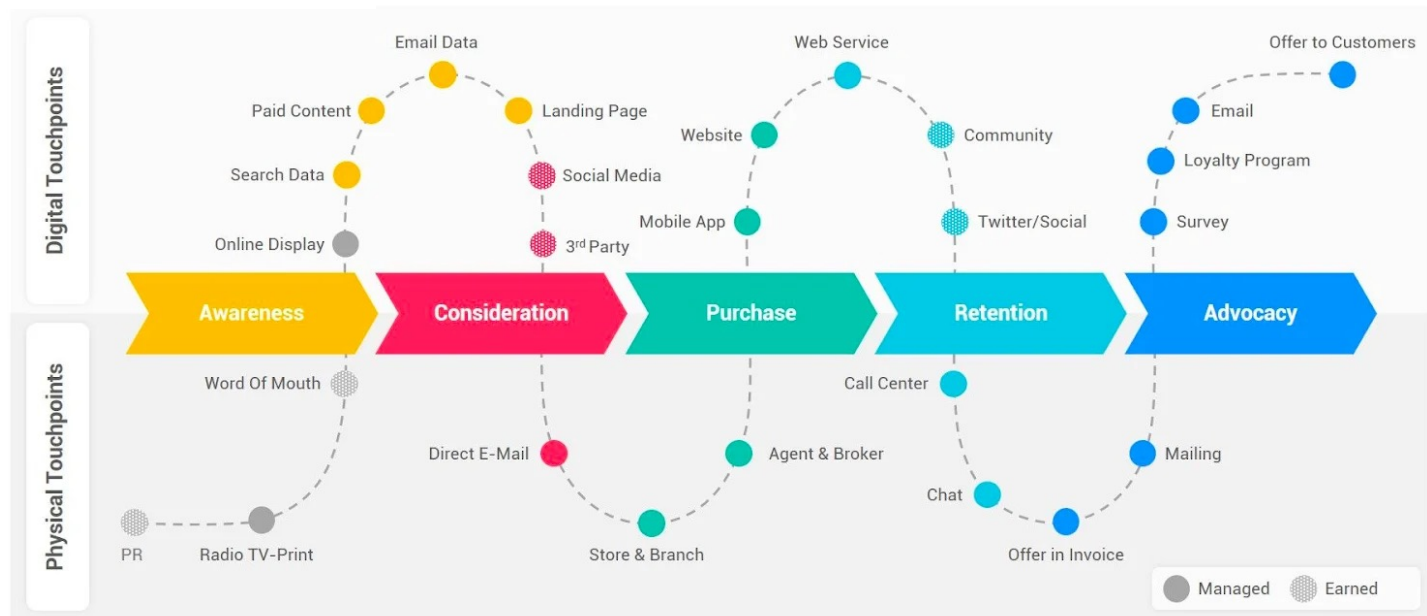
Scan the code to the left with your smartphone camera, and get going together.



It Goes Both Ways

How can Digital Marketers Use Direct Mail

Customer Journey Maps



Account Based Marketing (ABM)

- What is Account Based Marketing
 - Account based marketing (ABM) is a business marketing strategy (B2B) that concentrates resources on a limited set of target accounts within a market. It uses personalized campaigns designed to engage each account, basing the marketing message on the specific attributes and needs of the account.
- The ABM playbook includes:
 - Triggered direct mail based on digital signals/ behavior
 - 3D or Dimensional mail
 - Personalized Gifts sent via mail
 - Average 12% increase in conversion with 20% increase in deal size

Conclusions

- By leveraging customization and personalization through data and technology via the integration of digital marketing into your campaigns, you can create more compelling content for your audience and extend the customer relationship throughout the buying cycle.
- Automation and integration of direct mail and digital processes results in lift in response and improved ROI.
 - Extend direct mail campaigns with digital.
 - Trigger direct mail campaigns based on digital actions.
 - Integration with email or social media campaigns.

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Thank You



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