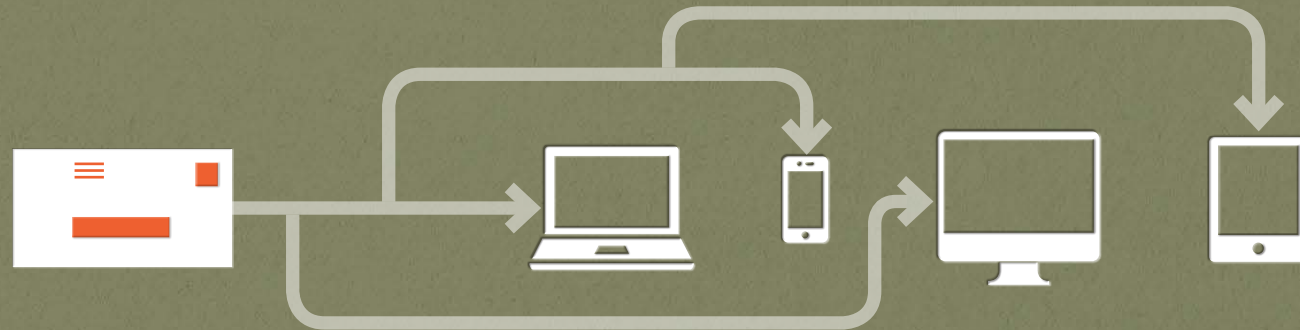




Achieving
Better Results
With Direct Mail



Direct mail, when strategically integrated with digital media, can outperform traditional direct mail alone by a factor of as much as 20x.

In this world of media upheaval
there are ***unprecedented opportunities***
with direct mail to achieve:



Higher rates of *returns*
(with reduced costs of
acquisition)



Higher levels of customer,
donor, advocate and
volunteer *rapport*



Better *insight* into which
communications efforts
are performing the best

Digital communications are everywhere.

Think of it this way:



In this country internet access is just about everywhere



There are more cell phones in use than toothbrushes world wide



Social media is a phenomena that's here to stay



Worldwide there are billions of new digital communications that take place every day (mobile and web)



In today's market the preference to respond digitally is 7x that of other traditional direct mail response choices

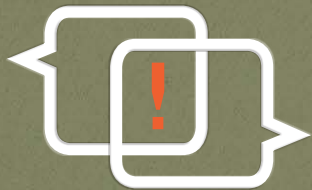
When direct mail is “linked” to digital formats, the potential for interactivity creates opportunities for increased rates of returns.



If your mail stream includes “calls to action” to connect to digital landing pages the landing pages extend your ability to connect and engage with your target audience.

Three things your Direct Mail should be doing:

DIALOGUE



Drive your target markets to landing pages where increased interactivity can take place

CAPTURE



Capture the data from their responses or activities

NURTURE



Use that data to establish *ongoing relevant follow through* communications

There are three factors to achieving increased interactivity with your direct mail:

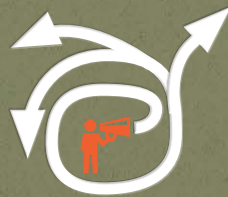
- 1 Development of “strategic calls to action” to maximize the % of direct mail recipients that engage with you digitally
- 2 You should have cross media technology integration
- 3 An implementation team for strategy, development and deployment

RPP excels in all three of these disciplines, we've deployed them in tandem many times before.

In Summary



These strategies will drive constituents to landing pages where higher levels of interactivity are possible



Over time you'll develop and deploy 'marketing lifecycles' to help you automate your *follow-through communications*



In time, all your media formats will be optimized for increased two-way communications



Contact **Todd Truesdale** to
arrange a quick demonstration



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