

## 6 Reasons to Market by Mail

In a world that's obsessed with cell phones and iPads and social media and podcasts and other forms of electronic communication, sending out direct mail to promote your business feels outdated, useless, and unnecessarily expensive, right?

Wrong. While print marketing does tend to cost more than digital marketing, you'd be doing yourself and your company a disservice to assume it's not worth it. Here's why:

1. **Direct mail is tangible.** You've heard the saying, "Out of sight, out of mind," right? That applies here. Unlike websites and emails and social media posts, mail is physical. It has a presence. It has texture. Your target audience can hold it, make notes on it, post it on the bulletin board, share it with others, and leave it on a desk as a reminder to review later. Your prospects and customers can't do any of that with digital marketing.
2. **Mail is personal.** Whether you use a service provider to target and tailor a large mailing or handwrite a dozen notes a day, mail gives you the option to create a personalized offer and message that addresses the specific needs and interests of your customers.
3. **Direct mail is easily trackable.** With any marketing that you do, you want to make sure your time and resources are well spent. Printed mail allows you to do this. Every event, discount, coupon, or special you advertise can be tied to a specific promotion code, which means you can see which marketing campaigns are working and which ones need tested or tweaked.
4. **Mail messages last longer.** [A 2018 study](#) revealed that people hold onto direct mail an average of 17 days. Emails? Two seconds.
5. **You can reach more people.** Everyone lives somewhere, but not everyone has access to—or the desire to use—technology for purchases. What's more, the United State Postal Service reports that 79% of consumers find reading mail "[more convenient than going online.](#)"
6. **Mail gets the best results.** According to the Direct Marketing Association, as reported by Forbes, direct mail delivers, on average, a 4.4% response rate. That's better than email, which averages a 0.12%, and it's better than the overall response rate for digital marketing: direct mail's is 10-30 times higher!

How will you leverage the benefits of direct mail in your marketing plans?

**About Wolfe Writing:** Established and operated by Janet Wolfe, Wolfe Writing provides writing, editing, and marketing services for businesses, organizations, and individuals looking to improve their communication efforts, build relationships with customers, and stimulate business growth. To schedule a free consultation, visit [www.wolfewriting.com](http://www.wolfewriting.com) or email Janet directly at [janet@wolfewriting.com](mailto:janet@wolfewriting.com).