UNDER THE SHELL
A Free informational publication for direct marketers

SNAILWORKS™
COORDINATED DIRECT MARKETING PLATFORM

Mix and Match Channels – Use Just What's Right for Your Campaign
There's more to direct marketing than mail and email

Welcome to
Under the Shell!

Our goal at SnailWorks is to give direct mail marketers the tools to strengthen their marketing efforts by incorporating new channels. To that end we present Under the *Shell,* our monthly newsletter designed to keep you informed on how you can tie all of these marketing tools together. We have a clear vision of what multi-channel marketing can mean for the direct mail community. We'll strive to make everything we include in *Under the Shell* relevant to your efforts. If we can make it entertaining, too…well, we'll try.

Oh, and please don't take offense at the term "snail" mail. We mean it endearingly. Our whole business is built to ride along with that snail, so we have nothing but respect and affection –in fact, our credo is **"Hail the Snail!"**

OK, we love the US Mail here at SnailWorks (heck, we're named after it) and our favorite thing to do is to trigger an email just after the direct mail gets delivered. That's the kind of response building at the heart of what we do.

But we don't stop there.

In most cases, we're hosting your landing pages so you can see where every response comes from – so you can respond, follow up, or just know your most effective efforts – and we measure responses from just about anywhere. Sure, if they enter your PURL or click on a QR code we know where they came from, but we can accommodate a lot of other channels, too:

- Running a web banner ad? We can provide a custom URL to include so we know who clicked on what ad;
- Posting on social media? We can provide custom URLs there, too, so your prospect will be sent to your landing page, and we'll know what got them there;
- Billboards? Radio? We'll help you create catchy landing page URLs that allow your prospects to respond from all kinds of media, so even the traditionally "immeasurable" media become a little more measurable.

And it all ties together on one intuitive dashboard, so you can look at all of your marketing efforts side by side to determine what works best and make future campaigns even stronger.   Best of all, we help you every step of the way, so it's easy.

When you think "multi-channel", don't forget the "multi" part. Tie in and measure all kinds of channels and find out what works best for you. Come to SnailWorks to find out how!

Make Your Mail Work, One Channel at a Time
We take a charitable stroll through the SnailWorks mail box

At SnailWorks headquarters, we comb through our mail every day with a fine-toothed comb, because it's the only kind of comb we have. This is at our business address, so this is all B-to-B mail. And to be honest, most of it is pretty crummy. In the interest of getting rid of junk mail, let's dig through the mail bag and see how we could make it better:

- Crummy mail piece #1: A 6x9 postcard from a business insurance agent. It has no offer, no reason to respond. The back of the card says some stuff about insurance. Apparently they're the best at it. There is no landing page, certainly no PURL, no IMb, so they don't know if or when I got it. Here are some things we could do very easily to make it better. They would add very little or nothing to the cost:

  - Add an offer. Give me SOME reason to respond. Call it a "Free Policy Analysis"…include an insurance white paper for my industry – something.
  - Create a unique landing page – this one just goes to his home page. An insurance agency home page. Whee.
  - Add a PURL or a QR code, or both. The piece appears to be digitally printed – take advantage of that technology and personalize it.
  - Bring the message (and have one please) to the front of the postcard. Folks don't read much on the back.

  By the way, there was no Intelligent Mail barcode on the piece, so they don't know if or when I got it.

- Crummy mail piece #2: A 5x9 postcard from a paving company. They want to fix up our parking lot. The lot looks OK to me – of course I'm the marketing guy, so I don't buy a lot of paving. Interestingly, they do have a QR code on the piece, but it just takes me to their non-mobile optimized home page. I like QR codes, but personalize them if you can, or at least create an offer-specific landing page optimized for mobile. And again, give me an offer – a summer discount, a study on how long pavement lasts…something! Again, some very easy fixes:
  - Make that QR code go to a mobile page, and put something on the page I can respond to;
  - Create a prominent offer. Direct mail needs a call to action – otherwise there's no, um, action;
  - Track the mail and follow up with email, if you have email addresses, or a phone call as the mail gets delivered;
  - This card also appeared to be digitally printed, so personalize it.

Other pieces of mail in my mail box shared the same issues – no strong offer, no call to action, no landing pages, no personalization. I'm guessing their expectations – and results – were low. For little or no additional cost, these same mailings can be turned into marketing dynamos. For every marketing campaign you do, ask yourself these questions:

- Why am I sending this? What am I trying to say to my prospects?
- Why should someone respond to my campaign? Am I offering them something?
- People respond on the web these days. Have I included a web site specific to this offer? (Generally your home page doesn't count)
- Can I personalize this campaign? Can I add PURLs, QR codes?

It's pretty simple stuff, but it's amazing how many pieces land in my mail box that don't seem to have asked those questions. Nice looking mail pieces that never get a second look – or a response.

Call us at 855 MYSNAIL (855-697-6245), or visit us on the web at www.snailworks.com for more information.

"WHAT COULD BE EASIER? BECOME A
MULTI-CHANNEL MARKETER TODAY
WITH SNAILWORKS"