

Direct Mail Trends

Savvy Marketers Are Leading the Way

With Design, Technology & Strategy



Direct Mail Marketing has been making a resurgence. With email and digital ads being such crowded channels, it is hard for marketers to stand out from their competitors. As a result, there has been a rekindled appreciation for direct mail as a channel that is less crowded and very effective.

Keep direct mail design simple and straightforward

“The world is filled with digital chaos, complexity and instability. What many audiences are seeking is a return to honesty and simplicity. Minimalism is the way forward: an image with a clear and elegant purpose will prevail. Keep text short and to the point. Maximize white space and find a layout that’s simple, clean and authentic. Remember, less is more.”

— 9 Definitive Print Marketing Trends of 2018, ChilliPrinting

Big direct mail pieces stand out from the crowd

“When there’s a glut of mail, very large pieces command attention. Despite the significant postage savings from mailing smaller-sized pieces that fit USPS standards for automated processing, I’m seeing many direct marketers mail huge, oversized postcards and envelopes.”

— 7 Trends to Watch in Direct Mail Marketing, Gianfagna Strategic Marketing

Choose colors wisely

“Color is everything. Your choice of color can make or break a good print design. But did you know that colors have the power to change our mood? According to one of the color experts at Pantone, executive Leatrice Eiseman, if you want to look “resourceful”, go with blues and oranges; yellow is “playful”, pink is “discrete”, and gold is “sophisticated”. Or, you’re hoping to reach a diverse crowd, go with rosy tones; “this palette reaches out and embraces many different cultures”.”

— 9 Definitive Print Marketing Trends of 2018, ChilliPrinting

Connect offline to online with QR Codes and pURLs

“Businesses can integrate direct mail with digital campaigns by offering QR codes or personalized URLs on mailers. A reader can scan the code or go to the URL to reach a targeted landing page with content specific to client interests or needs. Some B2B companies segment audiences based on stages in the buying cycle. This approach allows the delivery of follow-up messages that relate to the level of knowledge and comfort of a particular target.”

— 3 Top Direct Mail Trends You Need to Know About This Year, Salesgenie

Use personalization technology to create a higher open rate by connecting with the audience

“Personalizing the mailing will create a bond to your audience. Long gone are the days of sending out mass amounts of the same direct mail. Smaller amounts of a personalized mailing will give you the results you want to see. Researching your audience before sending out their mailing is growing in importance. Get to know the people you send direct mail to and then design your mailing to appeal to their interests and what is important to them.”

— Direct Mail Trends To Use In 2018, Imagine-Express

Create coupon codes that are specific to the mail recipient

“Printing coupon codes is a tried and tested marketing strategy to attract new customers and considerably boost sales. We will see the rise of unique coupon codes, which can be used for so much more. For starters, they generate higher ROI than generic coupon codes. Why? Because they can’t be shared with other customers, and they provide comprehensive personalized details, making customers feel valued on an individual level. Moreover, you can use unique coupon codes to track customers to gain more information about your audience. Code information can thus be used to develop more meaningful B2B relationships, whilst enhancing ROI and customer profiling.”

— 9 Definitive Print Marketing Trends of 2018, ChilliPrinting

Limit the quantity of mail you send out by focusing on a target market to reach

“Smaller quantities: Every client we work with that’s using direct mail is reducing mail quantities through better targeting, especially our B2B clients. This is good news for our industry; people who consider direct mail “junk” are usually looking at mail they never should have received in the first place because it’s not relevant to their needs. It’s also a smart marketing strategy: Mailing fewer pieces gives you the budget flexibility to increase the quality of your promotion”

— 7 Trends to Watch in Direct Mail Marketing, Gianfagna Strategic Marketing

Test out different direct mail trends to see what works

“I often say that creating a really cool new design is great, but it doesn’t matter if it doesn’t work. Design trends are only good if they can grab an audience’s attention and compel them to keep reading and take action. Test trends before taking the plunge to make one your control package, and never get rid of direct mail fundamentals—like a P.S. or call to action—in favor of a trendy new design element.”

— These Factors Will Influence Direct Mail Design Trends the Most in 2018, IWCO Direct, Mike Dietz

Send direct mail to existing customers

“More and more companies are targeting their direct mail to existing customers, sending them rewards, discounts and coupons to encourage future sales. If you have an existing customer database, this is one of the single most rewarding direct mail tactics out there.”

— 5 Trends in Direct Mail, TMR Direct

A little bit about us...

We help customers attract, serve and retain clients via the print, mail & digital mediums. For almost 60 years our clients, distributors and re-seller partners throughout North America have trusted us to produce a wide variety of marketing, mail and transactional communications.

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