

Direct Forum is a free email newsletter containing useful direct marketing tips, news updates and how-to information. It's convenient, informative and I am not trying to sell you anything!

1. Ingenious Ways for Acquiring New Customers, Prospects or Donors.

2. Video of the Month: The Spring. The charity: water story



Ingenious Ways for Acquiring New Customers, Prospects or Donors.

Today subscription service is big business. **It's a 2.6 billion dollar industry and growing by leaps and bounds.**

The rapid growth of subscription services in Canada, UK and the USA includes eCommerce brands like Goodfood, Barkbox, Warby Parker, Dollar Shave Club and many more.

Many of these brands have incorporated direct mail into their marketing mix.

Not only has Covid-19 helped accelerate online subscription sales, but also direct mail has helped these eCommerce brands grow rapidly. Because, as eCommerce brands look to differentiate themselves from their competitors and gain new highly saturated

digital marketing environment, direct mail makes sense.

For example, Dollar Shave Club mails this postcard—this is their way of asking customers to update their payment information issues as they come up.



Sure, they could have sent an email, but it's much more impactful as physical mail.

Barkbox sends this stuffed



postcard on your dog's birthday.



This (including everything else they send) is addressed to your dog, not to you.

In an age when everyone treats their dog like their child, extra touches like this go far. I'll likely remember to use Barkbox when I actually have a dog.

And Warby Parker mails you five pairs of glasses and includes a letter that asks you send them your old glasses so they can donate them to someone in need.

Charity is a large part of their business model.

They also say that for every pair of glasses you buy, they will donate a pair to someone in need.

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The Warby Parker box below shows a letter on how to send them your old glasses.



Also any Charity that has an online store should seriously think of online subscriptions like Mind Pause Box, that has a flourishing business, did.

The Mind Pause Box is a monthly subscription box, where millennials receive a mindfulness activity.

For a monthly gift of £7.50, a subscriber gets a box in the post with all sorts of delightful mindfulness activities such as origami, continuous drawing and even cross-stitch.



Why direct mail for subscription services?

Because of these advantages:

Advantage 1: It cuts through the clutter. Today our letterboxes are comparatively empty compared to our email inboxes and social media feeds, meaning brands can get their messages in front of a significantly broader segment of their target audience.

Let's use email campaigns as an example. If you're getting a 25% open rate with your email sends, you're probably pretty happy, right?

Now compare that to the 80% of direct mail recipients that will

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pick up the catalogue (or whatever format you mail them) and view the front and/or back cover before deciding to keep it or toss it in the recycling.

Advantage 2: Direct mail has always been easy to measure.

As with your digital campaigns, offer codes in direct mail not only allow you to track performance but you can also run “matchbacks” to identify the names and addresses from the audience you mailed to recently.

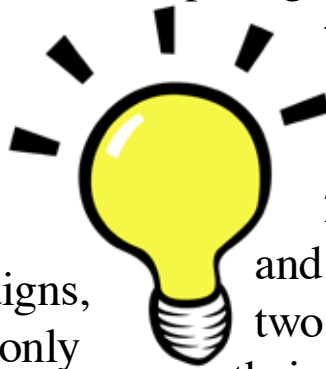
Many online recipients do not always use an offer code on digital media, so it’s hard to get an accurate read on performance. But you can accurately calculate your Cost per Account (CPA), or whatever matrix you need, to justify your investment in direct mail.

Advantage 3: Lifetime value.

eCommerce brands almost unfailingly report one big problem—high customer churn. Simply put, they may entice many online but relatively

few become loyal, repeat buyers.

Direct mail on the other hand, while being costly due to printing and postage is worth more in the long term. For example, beauty and skincare brand, *This Works*, saw an average uplift of 28% in first year spend and 47% in spend over the first two years from direct mail vs their online channels. This affected the Lifetime Value of their customers in the long run.



OTHER NEW WAYS OF RECRUITING NEW DONORS BY CHARITIES INCLUDE ONLINE CHANNELS USING THE FOLLOWING METHODS:

Example 1: Bearly Loved is a charity that gathers unwanted cuddly toys, and sends them to lonely or distressed orphans all over the world.

Havas Lynx created an identity that truly reflected their heart-warming work, along with branded marketing materials and direct mail that helped to deliver a hug from one child to another.

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This is the package they send.



Here is the joy it creates.



Example 2: The Canadian Wildlife Federation is offering a calendar on Canadian Coupons.

The screenshot shows a promotional banner for Canadian Coupons. At the top left is the 'Canadian Coupons' logo. To the right is a 'GET IT ON Google Play' button. Below the logo is a yellow bar with the text 'Claim Your Free Stuff'. The main content area features a green background with a photo of a bird on a branch. Text on the left reads 'WILDLIFE 2021 Calendar' and 'FEDERATION'. On the right, the text says 'FREE 2021 CWF Wildlife Calendar' and provides details about the offer: 'Canadian Wildlife Federation has added a new freebie available for request. Request Your FREE 2021 CWF Calendar! A full year of stunning photography featuring photos from the Canadian Wildlife Federation "Reflections of Nature" photography contest. Visit offer to request your FREE 2021 CWF Wildlife Calendar'. A blue 'Read more >' button is at the bottom right.

Once you comply you get this confirmation email:

Greetings,

Thank you for submitting your information on the form Calendar Request.

This is an automated message to confirm that your information was received. Please do not respond.

Example 3: If you have ever participated in a Crowdfunding campaign on GoFundMe, you are now being targeted by other charities.

The screenshot shows a GoFundMe campaign page. At the top is the 'gofundme' logo. Below it is a banner image of a Canadian flag waving over a lake. The title of the campaign is 'Neighbours helping neighbours'. The text below reads: 'Royal Canadian Legion branches provide community support for Veterans and their families. Due to the impact of the COVID-19 pandemic, these vital community centres are at risk of shutting down. Help the branches adapt as they face new, and critical financial challenges.' A green 'Donate now' button is visible at the bottom.

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Advantages of Online solicitation:

1. Writing in real time. A crisis occurs and you have the advantage of getting your message out at once.

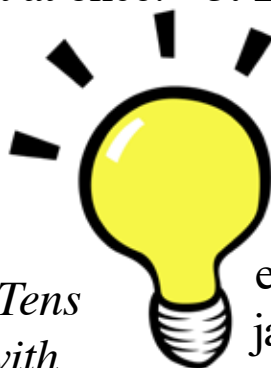
2. Your style of writing can also be more up-to-the-minute. For example, in Madeline Stanionis' book, *Raising Thousands (if Not Tens of Thousands) of Dollars with Email*, she states that in a direct mail piece the message may be formal like: *"It was lovely to celebrate our anniversary with you last month."*

In email the message is more spontaneous like: *"I am writing this at midnight, just getting home from the anniversary party. Whew, what a night."*

3. Emails are more personal by nature. While a DM letter may say "Dear Mr. Doe", an email can simply say "Hello John". Remember, emails are sent to friends or people who have opted in.

4. Emails can be more conversational. While a DM piece may say, "We

are overwhelmed by your generous response" an email can say, *"Wow! You overwhelmed us."*



5. You can use contractions and symbols in emails. Many

writers have to toe a fine line between selling and becoming chatty. Not so with emails. The Internet has its own jargon of cryptic writing in symbols and contractions which appears more one-to-one.

Disadvantages of online solicitations:

1. You are competing with more noise in viral marketing. People are barraged with emails daily so you have to learn to cut through the clutter to be heard. You have to be more persuasive.

2. Sensitivity is a big issue. Not everyone is willing to hand out information about friends or pass on your message to their friends, relatives or co-workers.

3. Getting a second gift from the same donor still remains a challenge. Donors responding to

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viral marketing are younger, with less disposable income. Also, it is harder to relay an emotional message via a simple email—unless you lead them to a “streaming video” that has all the desired impact. And that’s often a two-step process.

- 4. Emails have to be more precisely targeted.** They absolutely must be more relevant to the person receiving them in order to get the desired response. Or end up in the spam box.

Example 4: Ambient or Guerrilla marketing is a great way to capture the attention of new customers.

Here is how **Airbnb and Chicago Museum** did it.



Airbnb offered museum goers a chance to spend a night in Van Gogh’s famous bedroom, which they had reconstructed.

Rather than describe what happened next, just watch the video.

Here’s the link:

<https://youtu.be/oyJQNuAppE8>

Advantage of Ambient solicitation:

- 1. It can be the cheapest form of advertising.**

Disadvantage of Online solicitation:

- 1. You need to come up with a great idea to get people’s attention.**

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Video of the month: **The Spring** **- The charity: water story**



This inspirational video is a must see for every charity and a great example to learn from for every storyteller.

It mixes in different forms of storytelling: Founder's story, a one-on-one story and a great way to tell a problem solution story.

Yes, it's long but it's impactful. Most interesting of all is the CTA (Call to Action) at the end. It's not the biggest ask but it's one I keep mentioning in the newsletters...show the effect of people's gifts and they will give again.

The Result: In three and a half years, the Charity: Water community of donors has grown to 62,000 members, with a consistent 40% growth in revenue, year-over-year. It has made a big impact on both higher retention, higher lifetime value. Watch and learn.

Currently, the charity receives \$19.8 million annual recurring revenue from their monthly giving program.

Here's the videolink:

<https://youtu.be/bdBG5VO01e0>

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