

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. **The 'Be a Fan'** Integrated Social Media and DM Campaign
2. **Why a P.S. (Post Script)** is important

3. Direct Mail vs. Email Marketing: **Which is more effective?**

# The 'Be A Fan'

## Integrated Social Media and DM Campaign

The goal behind this social media campaign, organized and implemented by Special Olympics and Law Enforcement community members and volunteers, was to honour and show support for individuals with an intellectual disability by wearing red shoelaces on October 25 a few years ago,

Like all social marketing endeavors it is hard to accurately put a dollar figure on how

much this campaign cost.

After all the key role of social marketing is gaining friends. The ROI in Social media stands for Return on Interest. Better still it is friend raising and not fund-raising.

It did require the full time efforts of two dedicated people, one from each organization, Special Olympics and The Law Enforcement community.

Those two had to stay on top of all of the activities involved, while the entire staff within these two organizations reached out to friends and family to propel the reach forward.

While the Special Olympics Canada office supported *Be a Fan Day* nationally and in three key markets—London, Toronto and Ottawa—the various chapters promoted their own events.

Staff started blogging, tweeting and posting about *Be a Fan Day* on October 4 using its website, Facebook page and Twitter channel, encouraging Canadians to go to [BeAFanCanada.com](http://BeAFanCanada.com) to donate and get their laces. The English hashtag — registered with Twithub—was #BeAFan and the French was #DevenezPartisan.

Some key sports celebrities received a pair of laces and an invitation to participate in *Be a Fan Day* using social media.

Some of the celebrities who tweeted about *Be a Fan Day* were:

George Stroumboulopoulos  
(270,629 followers),

Margaret E. Atwood  
(352,241 followers)

P.K. Subban  
(178,037 followers)

Mike Cammalleri  
(147,759 followers)

The campaign successfully reached close to 800 thousand.



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This was in sync with a direct mail campaign sent to new prospects, lapsed and previous donors.

And yes, I do have results for the direct mail piece. It got a 15.5% response.

Here it is:


 18 Wynford Drive  
 Suite 300  
 Toronto, ON  
 M3C 3S2

**BE A FAN OF SPECIAL OLYMPICS. HERE'S WHY?**

P.S. I got my pair of red laces and I wear them proudly.



**BE A FAN OF SPECIAL OLYMPICS. HERE'S WHY?**

Mrs. Jane Sample  
1234 Main Street Apt 431  
Toronto, Ontario M1M 1M1

00/X  
XX1234

Dear Jane Sample

There is a very personal reason why I am asking you to support the Special Olympics BE A FAN campaign.

It is scheduled for **Thursday October 25th, 2012**, to honour athletes, volunteers and our fans in Law Enforcement. **On that day please wear red laces in your shoes!** Special Olympics Ontario will send you a pair for a donation of \$5 or more.

Show your support for individuals with an intellectual disability. Go online at [www.beafancanada.com](http://www.beafancanada.com) to support the campaign and spread the word by telling your friends and family to join you!

**My personal reason has to do with my brother Robbie.**



Robbie skiing

Even though he is 45 years old, he is not "Robert" or "Rob". His friends and family call him "Robbie". He was raised by a very warm and caring family and is the youngest of 4 sons.

Robbie is Autistic. When diagnosed at the age of 4, the common name for what he suffers from was "childhood schizophrenia". There is no known explanation for what causes it, but it is often described as a disorder that affects social interaction and communication skills.

Initially our family thought he was deaf, because he lived in his own little world, totally oblivious to sights and sounds around him. As a child he was cute and would laugh at slamming doors, spinning lids or his favourite toy, the cutting disc from our father's meat cutter, that he called "thing". On many occasions we all spent many hours searching the house for "thing" whenever it got lost..

In the very early years, Robbie went to a "School for the Mentally Retarded" as it was then known. Although he was abnormally bright in many ways, the lack of communication ability that autism brings made his initial learning difficult.

He eventually progressed to the same elementary school his older brothers had attended, but was a couple of years behind and received one-on-one teaching from a teacher trained in special education. He went on to high school, excelled in drafting, but was tormented for years by verbal abuse from other students and area bullies. He seemingly took this all in stride, even though it troubled him at times. It certainly troubled our entire family.

He couldn't have had better, more loving and supportive parents. He has always loved music and loves to dance. At family gatherings when all of the females in the family were too tired to dance anymore, dad would get up on the dance floor and boogie the night away with Robbie, never embarrassed for a moment.

He did work part-time and he would miss work or even be late for if his life depended on it. He is like the



**Yes, I wish to support the Special Olympics BE A FAN Campaign**  
**Send me \_\_\_\_ sets of red laces**  
**My donation is indicated alongside.**

Mrs. Jane Sample  
1234 Main Street Apt 431  
Toronto, Ontario  
M1M 1M1

I would like to volunteer. Please call (416) 447-8326.  
Please return this form with your donation in the postage paid envelope.  
Official receipts will be issued for gifts over \$10. Confidentiality of your gift: We appreciate the support of each and everyone of our donors. Thanks to you, we can continue to provide a better quality of life for people with intellectual disabilities. From time to time, Special Olympics Ontario exchanges its donor list with other reputable non-profit organizations in order to recruit more people to our family of supporters. If you do not wish your name to be exchanged, please let us know: 18 Wynford Drive, Suite 300, Toronto, Ontario M3C 3S2. Tel: (416) 447-8326. Ext 229. Toll Free: 1-888-333-5515  
Charitable tax No. 11906 8435 RR0001

**One time Payment Option**

Here is my one time donation of \$ \_\_\_\_\_  
**Monthly Giving Payment Option**  
 I authorize Special Olympics to withdraw \$ \_\_\_\_\_ on the 1st. of every month  
**Methods of payment:**  
 Enclosed is a cheque payable to Special Olympics Ontario as single donation  
 Enclosed is a blank cheque marked 'VOID' for my monthly giving option.  
 Please charge my credit card:  VISA  MC  AMEX

Card number: \_\_\_\_\_ Expiry date: | m | m | y | y |

Name on Card \_\_\_\_\_

Signature \_\_\_\_\_

**NOTE: SEE REVERSE TO PLEDGE AIR MILES**

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# Why a P.S. (Post Script) is important

**A P.S. is considered as a hot spot and one of the most important elements in a direct mail piece.**

**Here are three reasons why:**

- 1. Research proves that 4 out of 5 readers read a P.S. before they read the letter.** (Canada Post)
- 2. It is more than just an after thought. The P.S. is often referred to as one of direct mail's hot spots, a place where copywriters can make a last ditch effort to convince prospects to buy or donate.** (Researcher: Siegfried Vögele)
- 3. A P.S. highlights the main offer or advantage explained in the letter. It's your last ditch effort to convince your reader, why this letter is important.**

**P.S. And it always works.**

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# Direct Mail vs. Email Marketing: **Which is more effective?**

In our technology-obsessed times, direct mail marketing still delivers impressive results.

First, it is the only medium that reaches a 100% of all Canadian households. No other medium comes close. Check out the data and reasons behind it in the Canada Post flyer alongside.

Second, not only does direct mail generate substantially higher response rates, customers across a broad range of industries prefer it to email marketing.

According to an *Adage* article, the Direct Marketing Association reports that “direct mail is 10 to 30 times more effective than email”.

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CANADA'S MOST TRUSTED AND RESPECTED BRANDS

**100% REACH**  
Only Canada Post has access to **14 MILLION** home & business addresses

**REACHING MORE CANADIANS**  
MORE OFTEN, IN MORE WAYS

**TARGETING**  
Delivering highly targeted audiences across multiple platforms

**EXPERTS**  
Canada's leading direct marketing authority

**SERVED FRESH DAILY** Canada Post provides the most complete, accurate and freshest data available

DIRECT MAIL	DIGITAL	MOBILE
<b>76%</b> <small>have made an online purchase as a result of Direct Mail</small>	<b>2.6M</b> <small>Unique Visitors per month</small>	<b>+30 MILLION</b> <small>transactions to date</small>
<b>87%</b> <small>will read mail personally addressed</small>	<b>24M</b> <small>page views</small>	<b>+830,000</b> <small>app downloads</small>
<b>89%</b> <small>will open interesting looking mail</small>	<b>1.5M</b> <small>opt-in newsletter subscribers</small>	<b>TRACK PACKAGES</b> <small>find info, postal codes or post offices, create custom content &amp; social sharing</small>
<b>94%</b> <small>will open mail from a known company</small>	<b>2 MILLION</b> <small>email notices and comms sent each month</small>	<b>Available on</b> <small>iPhone, Android, Windows</small>
		<b>Top free business app iTunes 2012</b>

CANADA POST / POSTES CANADA

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And in a Huffington Post article using data compiled by Epsilon, they reported that consumers “prefer direct mail over email about brands or products in almost every category, including financial services (36% to 8%), insurance (36% to 9%) and travel (21% to 13%)”.

In addition Siegfried Vögele, a research professor of direct marketing, observed that the average person spends between five and fifteen seconds scanning their snail mail, screening and rejecting what to open, what to discard or what to save for later, all in the proximity of their wastebasket, while unwanted emails either end up in the spam box or are deleted immediately.

### **More Scientific proof**

The Centre for Experimental Consumer Psychology at Bangor University used functional Magnetic Resonance Imagery (fMRI) scanning to study how the brain reacts to physical and virtual stimuli.

The result: A greater emotional

impact by the physical material over virtual material.



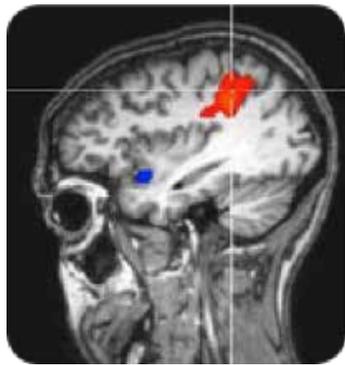
Tangible materials leave a deeper footprint in the brain.

Material shown on cards, rather than computer screen, generated more activity within the area of the brain associated with the integration of visual and spatial information (the left and right parietal).

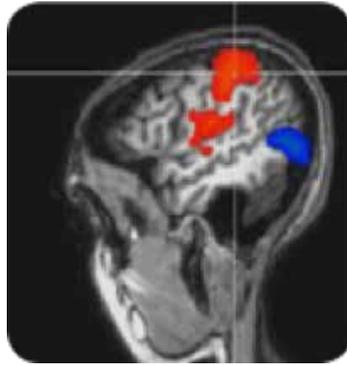
This suggests that physical material is more “real” to the brain. It has a meaning, and a place. It is better connected to memory because it engages its spatial memory networks processing (as well as motor activity) and is likely to be further evidence of enhanced emotional processing.

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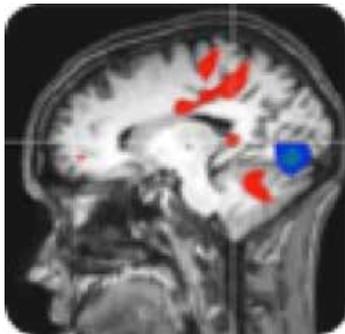
**The brain’s “default network” appeared to remain more active when viewing direct mail. This suggests that the individuals were relating information to their own thoughts and feelings.**



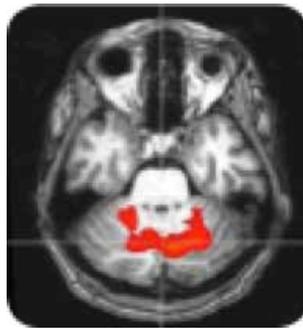
Right parietal



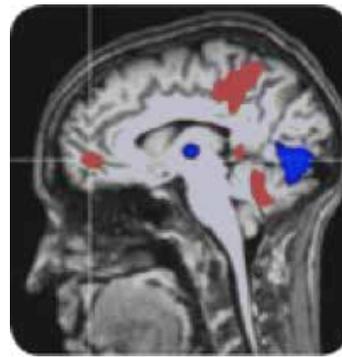
Left parietal



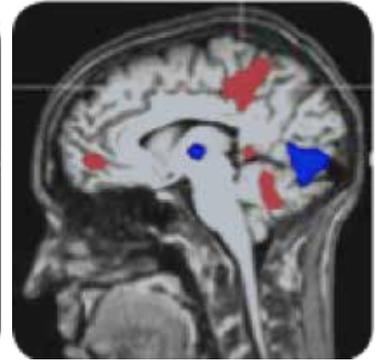
Right retrosplenial cortex



Bilateral cerebellum



Medial FPC



Posterior cingulate into para cingulate

**Note: The red area in the images of the brain represents greater oxygenated blood flow (and hence activation) stimulated by physical ads. The blue areas are regions activated more by virtual ads. The “cross hairs” highlight the named brain region.**

**OPT IN, OPT OUT, OPTIONS:**

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