

# HOT OFF THE PRESS



THE OFFICIAL KESSLER CREATIVE NEWSLETTER



## SPECIAL EDITION

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## THE INDUSTRY ISSUE



**KESSLER CREATIVE™**  
Results Driven Marketing



@kesslercreative



New Location + Lasting Care  
has moved Now Scheduling Appointments for  
Lasting Care  
Now Scheduling Appointments for New Pat  
Lasting Care  
Now Scheduling Appointments for New Pat  
Lasting Care

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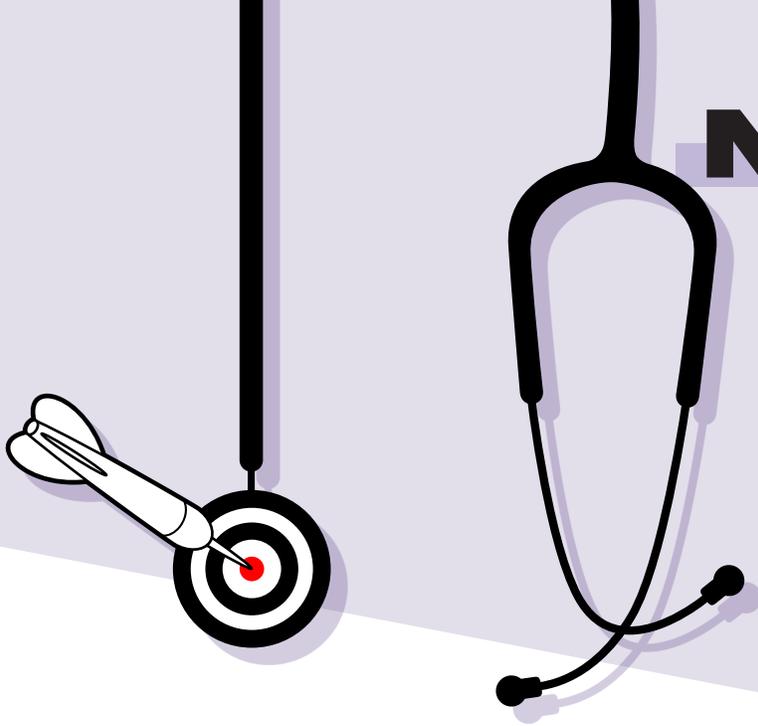
by Dina Kessler

Hello,

**W**elcome to yet another special edition of Hot of the Press! In this issue, we are dialing in on how a wide range of industries can benefit from incorporating direct mail into their marketing strategy! You'll also find design inspiration, helpful marketing tips, and case studies from our clients.

We truly hope you find inspiration within the next few pages for your next marketing campaign. As always, we are incredibly grateful for your partnership. From all of us at Kessler Creative, thank you for being a valued client. Enjoy!

# MARKETING SMART IN THE HEALTHCARE WORLD



Although digital marketing has grown tremendously in recent years, direct mail marketing for healthcare remains a prominent channel. This traditional strategy is still growing due to its proven impact on businesses. Leading healthcare providers know that direct mail advertising is one of the best and most profitable ways of reaching out to new and existing patients. For those in the pharmaceutical, medical-devices and healthcare technology industries, direct mail helps them reach physicians, administrators, and other decision makers in healthcare organizations.

## USE DATA AND CLIENT ENDORSEMENTS

To keep your mailers unique to your particular practice, add real statistics and customer testimonials that speak to your expertise.

## USE VIBRANT, UNIQUE MARKETING PIECES

Your audience receives a lot of mail in plain white envelopes, so if you want yours to get noticed, try using vibrant, textural marketing pieces like glossy postcards, or colorful, well-designed trifold.

## CUSTOMIZE IMAGERY AND MESSAGING

If your goal is to stand out, you'll want to stay away from nonspecific stock photos and overused medical jargon. Increase your open rate by tailoring imagery and messaging to your practice and patient demographics.



## USE THOUGHT LEADERSHIP

One of the keys to a successful marketing strategy is to give more than you get. You can position yourself as a thought leader by sending current and prospective patients health-related tips and reminders, along with a call to action to schedule an appointment if needed.



Despite growth in the digital marketing space, direct mail remains a primary means for political campaigns to reach voters. Social media might seem to have become more effective in dealing with changing political environments, but direct mail has remained competitive due to the trust factor that we mentioned above and remains a necessary part of your political campaign arsenal. By using a well-crafted message, carefully studying your demographics, and using a database that allows for a personalized follow-up, direct mail can be an effective tool.

## MAJOR BENEFITS OF POLITICAL DIRECT MAIL

### Highly Focused Targeting, Higher Personalization, Higher Response Rate

You can craft the perfect list of recipients based on the demographics and locations you wish to target. A targeted list leads to a higher response rate as your target is already interested in what you are offering. Variable data also allows for easy personalization of each mailer.

### Building Trust and Credibility

Persuasion is the biggest challenge of a successful political campaign. So, building trust and credibility is paramount.

The United States Postal Service asked people to rank credible sources of information for a political campaign. A whopping 68% of the voters labeled direct mail as one of the most credible sources for obtaining political campaign information.

### Integration and Measurability

Combining direct mail with digital content using QR codes makes for a powerful one-two punch that connects with your audience on multiple levels. QR codes can link to a specific website, unique landing page, or social media page that will make tracking your campaign seamless. Adding a campaign-specific phone number is another way to track your political direct mail response.

### Cost-Effectiveness

Being able to send direct mail to specific audiences through precise targeting makes for a cost-friendly marketing approach. Marketing through TV, radio, social media, and paid ads can add up costs quickly while also targeting those who have no interest in your offer, leading to wasted marketing dollars. Do not make this common mistake. Take advantage of targeted direct mail!

# LOYALTY DIRECT FOR HOSPITALITY



The restaurant industry is back at full force as customers are eager to return to their favorite eateries. That means there's a prime opportunity to reach out to customers and reap the benefits of using direct mail campaigns along with other creative direct marketing in-store.

Aside from mailers that contain offers, promotions, and featured items, your restaurant could utilize other forms of in-store marketing such as creative signage to greet customers and provide an inviting atmosphere. Your menus should also not be taken lightly. They are the cornerstone of your in-store marketing and are the main item customers will look at during their visit, giving you ample opportunity to draw eyes to popular or expensive items.

## CASE STUDY: LOYALTY DIRECT

Having grown to five locations, Harry's struggled with their customer loyalty program, direct mail marketing, and their internal marketing processes.

### ABOUT HARRY'S

From their beginnings as a 20-stool bar to the current five restaurants throughout central and northern Florida, Harry's has maintained a firm commitment to both customer and employee loyalty.

### THE PROBLEM

As Harry's expanded and popularity grew, the volume of customer information contained within their loyalty program grew too. Harry's management realized that they

were not making effective use of high value customer information, therefore they sought out professional support to help them enhance customer relationships and improve mailing campaign returns.

### THE SOLUTION

Harry's management chose to leverage the extensive direct mail experience and the restaurant experience of Kessler Creative founders Keith and Dina Kessler.

Kessler's Loyalty Direct System builds in-depth data based on customer redemption activity. By using customer-unique redemption tracking barcodes on each direct mail piece sent to customers, Harry's customer loyalty became trackable and actionable. With customer redemption data readily available, customer profiles could be developed and used to target new potential restaurant guests.

Using advanced analytics to prepare the most effective mailing lists, Loyalty Direct helped Harry's Mardi Gras Campaign achieve a remarkable **response rate of 13.84% (9,643 coupons redeemed out of 69,677 mailed)** versus typical direct mail response rates of 0.25% - 1.25%.

As a footnote to the marketing success of Loyalty Direct, Harry's now retains Kessler Creative for a wide variety of print services including trackable direct mail campaigns, email campaigns, wide format printing, sales and marketing collateral, and the printing of top-quality menus.



# MARKETING FOR CHURCH: HOW DOES IT BENEFIT YOU?

When churches are trying to increase attendance, spread awareness, or invite locals to planned events, it can be a hassle to find an effective way to let everyone know. With the power of direct mail, the stress and complicated nature of identifying people who would be interested in your church activities goes away.

Direct mail is a powerful tool for churches as it offers a highly targeted promotional option that reaches exactly who and where you want. Mail also offers a personal touch that digital channels such as paid ads and email can't mimic as well, something very important to most people today.

## CASE STUDY: POSTCARD MARKETING

### ABOUT CITY CHURCH

Launched in 2010, City Church has strived to be a place where all are welcome. City Church has grown to be an integral part of the community. Beginning with only six members meeting in a house, City Church now has multiple locations with hundreds of members. Over the past 11 years, they have grown their congregation to roughly 450 members and continue to welcome new members regularly.

### THE CHALLENGE

City Church, a faith-based company, was having their annual Easter Service. With all the changes and challenges over the previous year, they were looking for an effective way to drive service attendance.

### THE SOLUTION

City Church chose to leverage Kessler Creative's diverse print media capabilities and extensive marketing team to increase attendance.

Using innovative print technology to drive results, over 550 people attended the Easter service across their 3 locations! City Church typically has a weekly attendance of 450. With the help of targeted postcard mailers, they were able to increase their attendance by approximately 100 people consisting of new, previous, and pre-pandemic members.

Thanks to the success of this year's Easter mailer, Kessler looks forward to assisting City Church with their next campaign using effective mailers!





OKEECHOBEE  
COUNTY SCHOOLS

2020-2021

OKEECHOBEE COUNTY SCHOOL DISTRICT  
Perseverance, Respect, Integrity, Dependability, Ethics

Code of Conduct 2021-22  
Together, Achieving Excellence: Putting Students First  
Instruction - Educational Equity - Talent Management - Effective Communication

# MARKETING FOR BACK TO SCHOOL

The competition in the education industry is fierce today. No matter if you are a 4-year college, community college, vocational school, trade school, or tutoring center. Competition to recruit new students is strong around the country. Recruitment of students starts early and requires an aggressive approach to move more students through your admission process. This requires an effective marketing strategy, and direct mail is a key contributor that has many benefits as a recruitment tool. From more effective targeting, personalization, and increased response rates, direct mail is the tool you need to get more students.

## Proficient Targeting

One of the main benefits of direct mail is its targeting ability. Using the power of mailing lists, you can segment your audience by demographics, geographics, psychographics, and behavior. Doing so allows you to reach the right audience and use the given variable data to customize mailers to individual interests. Digital channels such as social media email, and paid ads don't possess the same targeting ability and can be quite expensive. Direct mail works to maximize your return on investment.

## Personalization

It's no longer something just to consider and not commit to, but personalization should be a priority when marketing to potential students of your brand. 70% of consumers believe direct mail is more personal than email, and 80% are more likely to do business with you if you offer a personalized experience (Fundera). That

proves personalization is important and with mail, you can use variable data printing to include individual specific messages, offers, and imagery that appeal to individual interests. Data is readily available concerning your audience, and with the targeting ability discussed above, mailers are sure to make an impact. Personalized mailers will naturally increase response rates and separate you from competitors.

## Higher Response Rates

Direct mail response rates dwarf those of email as mail achieves a response rate of 4.4% compared to the 0.12% response rates of marketing emails (Forbes). With an average of over 300 billion emails sent per day, prospective mailboxes get filled up quickly leaving many to be ignored (Statista). Not with direct mail. People check through their mail daily, and with the right touch, your mailer will find its way to the right person who has no option but to take it in as they decide what's important and what's not.

# MAKING A PROFIT ON YOUR NONPROFIT CAMPAIGN



12276 San Jose Blvd, Ste 111  
Jacksonville, FL 32223

PRSR STD  
U.S. POSTAGE  
PAID  
MAILED FROM  
ZIP CODE 32216  
PERMIT NO 584

Direct mail marketing is one of the best ways to grow your donor database and reach donation goals faster. With nonprofits depending on the support of their donors to function properly, utilizing mail should be a top priority compared to digital means. With the response rates and targeting power mentioned previously, it makes sense why direct mail can be a major advantage for your organization.

## Increase Potential Donations

Considering direct mail receives a response rate 9 times better than email, your organization is sure to receive interest from more donors with direct mail included in your marketing strategy (Data Targeting Solutions). Using data to create highly targeted lists for your mailers will work to further increase response rates leading to more donations to keep you up and running!

## Donors Trust Direct Mail

Donors see direct mail as trustworthy with 56% of customers finding print to be the most trustworthy type of marketing (Info Trends). Trust is a big factor in any decision involving money, so to maximize your donations you should be using direct mail in your strategy.

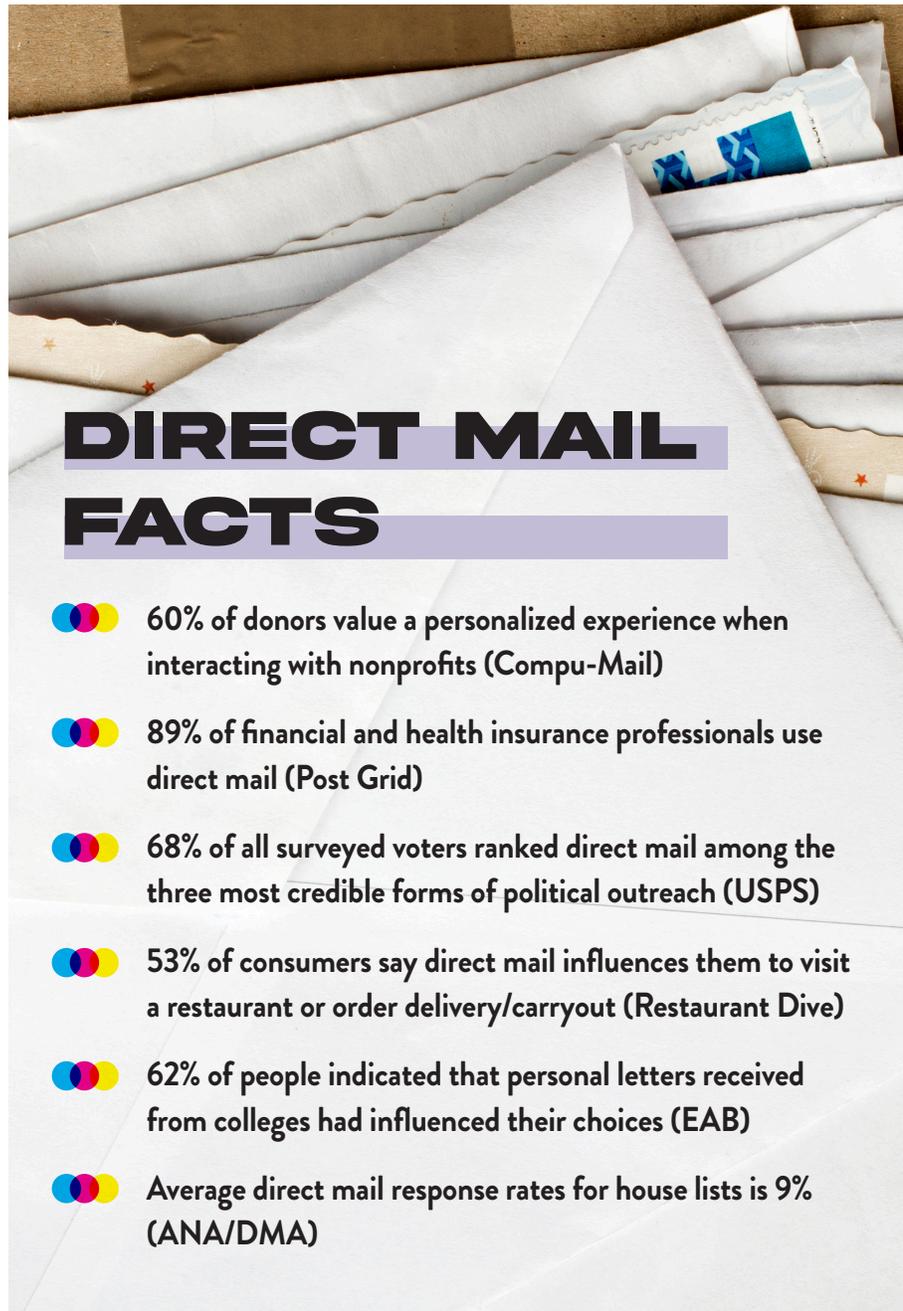
## Direct Mail is Memorable

Most people have become experts at ignoring marketing emails and digital ads, so only using these channels for reaching donors will not see your campaigns through the way your goals are laid out. Research shows that direct mail is far more memorable than digital content as marketing mail tends to stay in households for an average of 17 days increasing recall of your organization (Mail Men). Brand recall is an astonishing 70% higher when donors are exposed to direct mail (USPS).

Direct mail is the most efficient way of reaching the right donors, with the right message, and with the highest possible return on investment. Utilizing them in your marketing strategy is sure to lift your organization beyond previous expectations.

1 \* 1

[Company Name]  
[Name]  
[Address line]  
[City], [ST] [Zipcode]



# DIRECT MAIL FACTS

- 60% of donors value a personalized experience when interacting with nonprofits (Compu-Mail)
- 89% of financial and health insurance professionals use direct mail (Post Grid)
- 68% of all surveyed voters ranked direct mail among the three most credible forms of political outreach (USPS)
- 53% of consumers say direct mail influences them to visit a restaurant or order delivery/carryout (Restaurant Dive)
- 62% of people indicated that personal letters received from colleges had influenced their choices (EAB)
- Average direct mail response rates for house lists is 9% (ANA/DMA)