

bombouche®

B L O G S

ISSUE #1

JUNE 2019



HOW DO YOU STAND OUT FROM THE CROWD?

That's one of the key questions that marketers often struggle with, one answer is simply by using Direct Mail as part of your marketing mix, which is a great answer as all of the stats and research suggest that in doing so you are able to take massive steps forward with your response rates.

But what if I told you that there was a secondary step you could take that will increase those rates further?

The Royal Mail have, after a successful period of testing, introduced the Digital Stamp. As you would expect and as the name suggests, this is a stamp that is digitally printed on the outer envelope in place of the old Royal Mail indicia.

The stamp makes it much harder for the recipient to identify which items

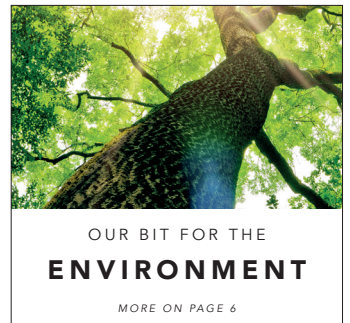
are actually marketing mailings and which are not. But that's not the only benefit, and I personally think that this one is much more significant, you also benefit massively from 'perceived value'.

The perceived value of a letter sent using a digital stamp is much higher because people do not associate them with bulk mailings. They feel like they have been individually selected and targeted, making them feel special and wanted and those are the emotional feelings that every marketer is trying to activate.

For a visual of the digital stamp, check out the image above!

The choice, as they say is yours but personally I'd always open the stamped mail before I opened the franked mail – wouldn't you?

WHAT ELSE IS INSIDE?



DIGITAL STAMPS

When you receive a letter through your door, how do you react to it? Do you almost immediately discard it to the bottom of the pile, when you notice the stamp in the top right is a standard black impression used by the large mailing providers? What about if it was a 1st or 2nd class stamp that you can buy from your trusty ol' Post Office? You'd open it right?

Digital stamps are becoming more and more popular to use when mailing to customers as there is an authentic and real look that is familiar to the receiver. It presents a more personal touch to your mailings, and can increase open rates over the traditional impressions used.

These are available in 1st and 2nd class options (plus a special edition Alice in Wonderland version) and at Mail and Print, we are one of only a handful of UK mailing houses accredited to use these digital stamps.

Call us for more details!

DIGITAL STAMP ENVELOPES



ADD AUTHENTICITY TO YOUR MAILINGS



*priced per envelope based on 4000+ being ordered using mailsortable data. Does not include postage cost.

Did you know?



IN THE UK, MORE THAN 20 MILLION MAILED ITEMS ARE INCORRECTLY ADDRESSED EVERY MONTH, COSTING BUSINESSES AN ESTIMATED £200M TO £300M PER YEAR*

THERE ARE OVER 5.9 MILLION RECORDS ON THE MPS SUPPRESSION FILE – WITH AROUND 19,000 NEW RECORDS ADDED EACH MONTH*

*mpsonline.org.uk

*DMA/Axiom whitepaper: Reaching more consumers with certainty, 2011



WHO IS DR SIEGFRIED VÖGELE?

I stumbled across the name Dr Siegfried Vögele recently whilst undertaking research into the various options and types of Direct Mail, it was the first that I'd heard about him, and after reading just a couple of sentences I realised how much impact his research could have on a Direct Marketing Professional.

During the 1970s (a long time ago I know), Dr Vögele used eye-scanning techniques in experiments to enable him to summarise how recipients react when they receive a letter. In doing so, he was able to equip all marketers with a template for success, one which still holds true today.

If you're lucky, and I haven't been yet, you'll be able to find a copy of his book 'Handbook of Direct Mail' on Amazon or other platforms – for a reasonable price, unfortunately you won't find a new one as it has been out of print for a number of years.

One of the key aspects that I have learned from the reading that I have done is that people receive letters in

a similar way to the way they react to people knocking on their door. By asking a number of subconscious questions which, in order, need to be answered quickly, effectively and positively before you even get to the point where the letter is written.

Why? If you understand the process that the recipient goes through when they receive a letter, then you're half way towards being able to tailor your message in a way that maximises responses. The research from Dr Vögele continued to include envelopes and multi-page letters, and the research covered above is only the initial reaction – it doesn't take into account the reaction when there are multiple 'reads'.

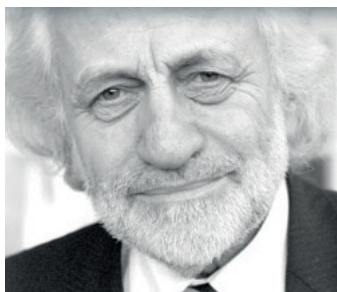
With this understanding I've taken a look through a number of the letters that we've previously sent to our customers and prospects and noticed some very simple changes that we can make in order to increase our response rate. Give it a try, you may be surprised by the changes that you could make to your campaigns.

WHAT ARE THESE QUESTIONS?

- 1 WHO IS WRITING TO ME?
- 2 ARE THEY WRITING TO ME PERSONALLY?
- 3 HAVE THEY TAKEN THE TIME TO SIGN THE LETTER?
- 4 IS THERE A SPECIAL MESSAGE IN THE PS?

ONWARDS: IF YOU'VE CREATED A POSITIVE FEELING THROUGH STEPS 1 TO 4 YOU'LL GET TO 5 AND ONWARDS WHICH IS THEM SKIM READING THE CONTENT FOR OTHER 'POSITIVE' CONTENT?

DR SIEGFRIED VÖGELE'S HANDBOOK OF DIRECT MAIL THE DIALOGUE METHOD OF DIRECT WRITTEN SALES COMMUNICATION



Dr. Siegfried Vögele

1 **bombouche**
SPEAK TO YOUR AUDIENCE

2 LabelName
Organisation
Address
Address
Address
Postcode

Dear Salutation

WELCOME TO BOMBBOUCHE WITHIN THIS SAMPLE PACK, YOU WILL FIND JUST A SMALL SELECTION OF PRODUCTS THAT WE CAN OFFER.

As Bombouche we are able to offer solutions, with fast turnaround times, to all your direct mail requirements. Whatever you are searching for, items, or 100gsm postcards, we can also provide the also provide printing, toner, toner, graphic design and a complete product service. Whatever you need, we will be able to help.

Success cannot be guaranteed by phone and a member of the team will be happy to help answer your questions and guide you through the process.

I look forward to hearing from you soon.

Yours sincerely
Mickie May
Managing Director

PS: If you need anything that you can't see in this sample pack, please let us know and we will be happy to assist you.

www.bombouche.com

41g LETTERS PRINTED
DOUBLE-SIDED IN COLOUR
OR 100GSM FSC PAPER

FROM 41g* INCLUDING
MATERIALS AND POSTAGE

41g* LETTERS FROM
41g* PERG

- Personalised full address
- Customised
- Personalised 100gsm
- FSC paper
- Personalised 41g* printed double-sided
- Personalised 100gsm printed
- Return address and printed postage
- Personalised 100gsm printed for 2-day delivery
- Personalised 100gsm printed for 2-day delivery

5 FUN FACTS ABOUT DIRECT MAIL

#01

86%

FEEL A GREATER CONNECTION WITH YOUR BUSINESS.

#02

79%

OF CONSUMERS ACT ON DIRECT MAIL IMMEDIATELY — ONLY 45% REACT TO EMAIL IN THE SAME WAY.

#03

92%

OF RECIPIENTS WILL BE DRIVEN TO ACT ONLINE, ACCORDING TO ROYAL MAIL STUDY.

#04

70%

WELCOME MAIL THAT REWARDS THEIR LOYALTY.

#05

61%

OF ADVERTISING BUDGETS ARE SPENT ON DIRECT MAIL BY UK CHARITIES.

5 REASONS POSTCARDS WORK



MAKE PEOPLE SMILE WITH A POSTCARD

Across the whole spectrum of Direct Mail, you have the option to go from the bizarre and complex right through to basic and simple. If you're looking to create engagement it's fair to say that the more bizarre and complex you go the higher the level of engagement is – but that goes hand in hand with cost, bizarre mailers are often extremely expensive to produce and have to be mailed using premium services. At the other end of the spectrum though, engagement rates are still higher than other forms of direct marketing – including email. In amongst those options is the humble postcard, given its cost of production and ability to engage customers it stands head and shoulders above other options, certainly as an entry point to direct mail.

The postcard has a number of benefits

that make it appealing to recipients and marketers alike, here's 5 reasons the humble postcard can create an instant impact.

1. **Your offer is immediately visible to the recipient, meaning they will always see the offer you've put together**
2. **You have the ability to personalise every aspect of the postcard making it stand out to each recipient**
3. **You have to keep content light and punchy, giving it more focus and avoiding unnecessary waffle**
4. **Pictures speak 1,000 words, and the postcard is the best format for using pictures**
5. **Postcards can be produced very quickly, perfect for getting your message out!**



5 Reasons Postcards Work

1. *Visibility*
2. *Personalisation*
3. *Simplicity*
4. *Imagery*
5. *Quick*



I can be huge, or I can be small. I can be long like a sausage, or round like a ball. I might stay with you, or I might travel for miles. For those of few years, I always bring smiles.

What am I?

When do you start on red and stop on green?

I'm sometimes white but always wrong. I can break a heart and hurt the strong. I can build love and tear it down. I can make a smile but more often a frown.

What am I?

Can you work this equation out?
15 = M of F

- ANSWERS:
1. A balloon
 2. When you are eating a watermelon.
 3. A lie
 4. 15 Minutes of Fame

OUR BIT FOR THE ENVIRONMENT

FOCUS ON THE FSC



Letters are still a part of every day life, people have been predicting their demise for a couple of decades now, but they are still here – and believe it or not are beginning to see a resurgence in popularity among marketers.

As the industry begins its rebound from a slump in popularity following on from the ‘junk mail’ revolution and the growth in email marketing, we need to be sure that we are meeting our clients expectations when it comes to our impact on the environment around us.

It is fair to say that creating paper isn't the most environmentally friendly product that you can come across, it's not the worst either. There are a number of reasons for this, but we're going to concentrate on a couple that are based around carbon, but before I go on to that here's a little bit of simplistic science....

As part of the photosynthesis process trees take carbon dioxide out of the air through their leaves. They then utilise this carbon in order to grow, they store it within them and release oxygen back into the atmosphere, and that's why they are so important to life on earth.

The first reason that making paper isn't good for the environment is that during the pulping process this carbon is released back

into the atmosphere, the second is that during their growth some of the carbon makes its way into the soil. By harvesting the trees, we disturb the soil and release the carbon that is stored in there. There are lots of other reasons as well, including chemicals and wastage, but we're keeping it pretty simple at the moment, so in conclusion it certainly would be better to keep the wood as it is rather than breaking it down.

“Letters are still a part of every day life, people have been predicting their demise for a couple of decades now”

A carbon sink is a mature forest, where the carbon has been stored for a long period of time in both the trees and soil. There's very little that we could gain from felling these trees to make paper through deforestation. Strange as it may sound, but the reality is that an older tree grows faster than younger ones, this means that they use more carbon than young trees, which is added to their already considerable carbon store.

By being a certified member of the Forestry Stewardship Council, Bombouche ensures that paper used in the production of letters, postcards and leaflets are sourced from suitable, young plantations. This means that these fully managed sites are sustainable and don't release as much carbon back into the atmosphere during the felling and pulping processes.

We believe that deforestation is something that should be properly managed and the work that the FSC are undertaking enables us to ensure we're doing our little bit to minimise our carbon footprint.

BUILD LOYALTY

Getting a customer on board is tough, there are a million and one different option out there for them to spend their money on and yours is just one in the every rotating cement mixer of offers and counter offers! There is no question that acquiring new customers is an expensive game, which is why it is ultra important to make sure that once you have a customer they don't go elsewhere for good you can supply.

37% OF RECIPIENTS BUY SOMETHING

THIS IS THE PERCENTAGE OF PEOPLE WHO BOUGHT OR ORDERED AS A RESULT OF RECEIVING MAIL OVER A 12 MONTH PERIOD*

70% GO ONLINE

THE PERCENTAGE OF PEOPLE WHO RESPONDED DIGITALLY TO MAIL OVER A 12 MONTH PERIOD*

12% BOOST TO ROI

ADDING MAIL TO THE MARKETING MIX CAN INCREASE ROI BY 12%*

MAIL REACHES ALL

GDPR had a massive impact on the ability of marketers to communicate with customers and prospective customers, direct mail not only enables you to make that initial contact but it is proven to ensure that recipients take action. More people are driven to take action when compared to digital communications and people share the information they receive. Marketreach research program proved that:

100% GDPR FRIENDLY

USE UNADDRESSED MAIL TO ENGAGE PEOPLE WITHOUT USING THEIR PERSONAL DATA*

94% TAKE ACTION

MOST ADVERTISING MAIL LEADS TO MULTIPLE ACTION*

30% SHARE MORE

MAIL IS OFTEN SHARED WITH AT LEAST ONE OTHER PERSON*

MAKE MEMORIES

People have always loved paper as a form of communication, there's a very simple reason for that it appeals to a multitude of senses not just one. This simple but effective approach also serves to make recipients believe in mail and feel more valued. The resulting effect is that your customer will have a greater impression of your business.

87% BELIEVE IN MAIL

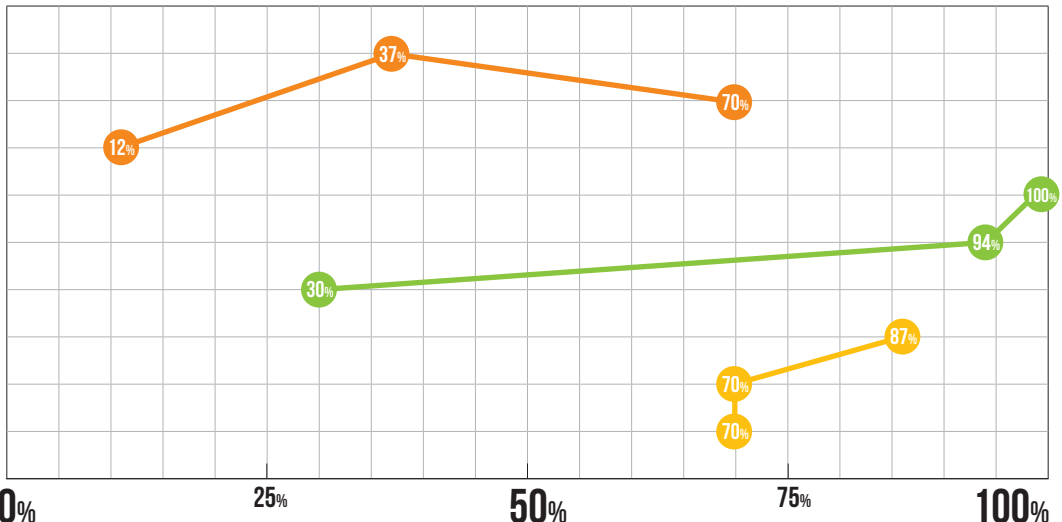
PERCENTAGE OF PEOPLE WHO DESCRIBE MAIL AS BELIEVABLE, COMPARED TO 48% FOR EMAIL.**

70% FEEL VALUED

PERCENTAGE WHO SAID MAIL, RATHER THAN EMAIL, MAKES THEM FEEL VALUED.**

70% BETTER IMPRESSION

SAID MAIL, RATHER THAN EMAIL, GIVES THEM A BETTER IMPRESSION OF THE COMPANY THAN SENT IT.**



THE SECRETS OF A SELF-MAILER



The options that are available to companies considering or evolving their direct mail marketing are extensive, there's a vast choice out there and when you consider anything that can be delivered to a individual, property or business by the Royal Mail constitutes one of those options you'll soon see that you can be as creative as your budget allows you to be.

Hidden in among all of these different formats is my personal favourite, the self mailer.

Self-mailers are, by definition a direct mail piece that is designed to not require an outer envelope. This could take the form of a catalogue, brochure, booklet or leaflet, but I prefer a roll-folded or gate folded 6 or 8 page flyer.

What does this look like? Here's an example:



From this image you can see that these items are, externally, looking very similar to a postcard – and that's what I feel makes them so powerful. The postcard, which by definition is also a self mailer, offers the highest level of engagement rate out of all direct mail options because it's there right in the face of your recipients. You can even hide personalisation inside

once folded, a link to other products or personalised offers to that person, property or business!

By adding in additional pages you can add something that you can't within a single postcard, "intrigue". With a well thought out mailer, you will find people asking if this is what the outside looks like, what's on the inside? You're able to grab attention and hold it through a whole voyage of discovery, feeding information and reason, helping people towards the decision you want them to make.

Remember the vast majority of people make decisions based on emotional connections and feelings, they then justify those decisions with reason. Using a 6pp or 8pp self-mailer means that you can achieve both a reasoned argument whilst gaining emotional traction with your customers.

FANCY SOME MORE READING MATERIAL?

IT'S FREE! ALL YOU HAVE TO DO IS

GIVE US A CALL ON **0800 1300 964**

AND REQUEST YOUR FREE BROCHURE



NEXT TIME IN BOMBUCHE BLOGS



FIND OUT ABOUT
OUR STAFF



DIVE IN TO A
CASE STUDY



MORE FUN FACTS
ABOUT MAIL

GET IN TOUCH WITH

bombouche
SPEAK TO YOUR AUDIENCE

**OUR EXPERIENCED & KNOWLEDGABLE
STAFF ARE ON HAND**

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