

DYK
DID YOU KNOW SERIES

THE NEW
CHALLENGES
FACING
DIRECT MAIL

AND WHY THE FUTURE
REMAINS BRIGHT

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THE
PAPER
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DID YOU KNOW?

WHAT TO CONSIDER WHEN CHOOSING DIRECT MAIL IN A POST-COVID WORLD

After a brief bump in the road at the beginning of the COVID-19 pandemic, while the world adjusted to new ways of doing business, the popularity and potency of direct mail has returned — and the demand for direct mail campaigns is even greater than it was pre-pandemic. A recent report estimated the market for direct mail will exceed \$70 billion by 2023,¹ which means while this is an exciting time for how effective direct mail can be, the challenges experienced in other areas of commerce created by the pandemic have also come to bear on the print industry.

WHY STICK WITH PAPER?

Platforms like Zoom, Google Hangouts, email and others eased the communication complications of social distancing and remote work, but consumers have reached a point of digital burnout that has led to a resurgence in the potency of direct mail — in fact, a recent

USPS report² revealed more than one-third of consumers are more excited to receive mail compared to before the pandemic. With a more captive audience for direct mail, sticking with print can make your messaging more resonant than ever.

SOURCES

- ¹ <https://www.reportlinker.com/p06001457/Direct-Mail-Advertising-Global-Market-Report-30-COVID-19-Growth-And-Change.html>
- ² <https://www.uspsdelivers.com/pandemic-marketing-strategy-for-small-businesses/>
- ³ <https://www.piworld.com/article/2022-outlook-direct-mail-printing/>
- ⁴ https://app-pua-prod-eastus.azurewebsites.net/images/default-source/research/rsch21-22_soi_infographic_kmbs-121021_final.png

When building a direct mail campaign in today's landscape, it's important to know the elements you must overcome.

DATA ACCURACY



The accuracy of customer data has always been a top priority in designing direct mailers. However, pandemic-related changes in addresses, employment status, job titles and other information for personalized messaging via variable data printing make data validation even more critical. Database maintenance helps ensure you reach your target audience in the most cost-effective way.

DEMAND FOR SUPPLIES



Supply chain instability and supply shortages are impacting the print industry and, thus, the ease with which direct mail campaigns can be executed. While supply chain experts believe the squeeze for print supplies will decrease by the end of the year, marketers who can think creatively and adapt to supply fluctuations will be better equipped for success in the short and mid-term.³

LABOR SHORTAGES



Supply chain issues are commonly paired with labor shortages, and the print industry is certainly not immune to this coupling. A December 2021 report revealed that more than 40% of print shops anticipate their biggest challenge in 2022 will be the lack of adequate staffing to meet market demand for print services.⁴ To overcome this, many print shops are prioritizing work-life balance and adjusting compensation.

THE ARGUMENT FOR OMNICHANNEL



Companies have long understood the importance of omnichannel marketing. And even though direct mail is having its moment in the spotlight post-pandemic, that doesn't mean you should abandon digital marketing as a way to support direct mailers. The last two years have significantly digitalized the way consumers engage, and direct mailers that take advantage of this have a better chance of resonating and prompting the desired response.

RESOURCES

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