



FSSI Splash Direct Mail Marketing



Be a Marketing Wizard - Programmatic Direct Marketing

STEP 1: Data Collection - Collect the Ingredients

A direct mail adventure is only as good as the data used to execute it. It starts with the customer profile – identifying the people most likely to convert. By using comprehensive and accurate data – via demographics, online behavior and purchase history – the more effective and targeted your direct mail campaigns will be, resulting in thriving marketing campaigns.



Group 1



Group 2



Group 3



Group 4

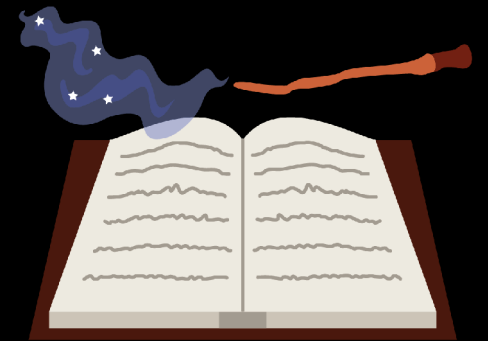


STEP 2: Master the Art of Segmentation - It's Not Magic

By delving deep into the secrets of each data segment, you unveil the preferences and characteristics that make the audience unique. Armed with this knowledge, you can craft a direct mail campaign that's unique to each group. Your ROI will increase – and there will be less wasted marketing budget – when the right people are segmented into targets.

STEP 3: Weaving Spells with Words - Content Creation

With targeted customer profiles, you can create captivating direct mail content that leaves recipients enchanted – including personalized messages that speak directly to each person, offering exclusive offers, promotions, and even customized product recommendations. Every direct mailpiece becomes a treasure they can't resist—a magical invitation to engage with your brand. You'll ensure that every recipient feels like they've received a personalized gift from a trusted ally (brand).

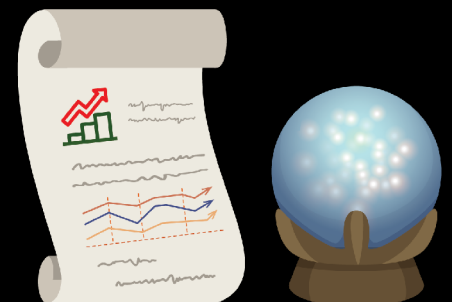


STEP 4: Automation and Integration - The Dance of Technology

Programmatic direct mail merges technology and tradition, engaging recipients and unlocking unforgettable brand experiences. With programmatic technology, you'll orchestrate a hypnotizing dance of automation and integration – managing your complex variable data print campaigns with ease as well as extending your direct mail reach online (and alleviating extensive manual tasks).

STEP 5: Tracking and Measurement - Wielding Insight

The magic of programmatic direct mail lies in the seamless measurement and tracking – the ability to see full campaign metrics at a moment's notice. You'll have full visibility into campaign effectiveness, revealing response rates and conversions. With data at your fingertips, you can quickly optimize your campaigns and adjust based on the data.



AN FSSI DIVISION

Visit fssi-splash.com to speak with a direct marketing wizard today!