

DIRECT MAIL IS KING

Direct mail is still king when it comes to building client relationships. Sometimes direct mail gets lost in the “digital age”, but the benefits that direct mail provides are unmatched.

Increased response rates



9%
For Direct Mail
compared to
.12% for email;*

Nearly two-thirds purchased



66% of people
have bought something
because of a direct mail piece;*

Tangible and longer shelf life



average lifespan is
17 DAYS
For Direct Mail

Personalized and memorable



75% of people
can recall a brand after
receiving a direct mail piece
compared to 44% for email.*



Did you know

that by sending a direct mail communication you could get digital exposure with that same communication through Informed Delivery® by USPS® for FREE?

Residential consumers can receive digitally scanned images of each letter-sized mail piece that's scheduled to be delivered to their physical mailbox.

Benefits of this free service:

- Security and awareness, know what to expect in your mail box each day through email notification
- Track packages
- Leave delivery instructions or reschedule if needed

If your client enrolls in this FREE notification service, you'll get 2X the brand awareness of each direct mail communication!

For more information about Informed Delivery®, please visit <https://informeddelivery.usps.com/box/pages/intro/start.action#/>



LET'S TALK FINANCIAL WELLNESS®

Why the program works

Deliver consistent, educational information to your valued clients and prospects through a turnkey, automated program. This program helps to promote you (and your team) as the trusted financial professional.

To learn more about the program,
please call 800-243-5334 or email sales@ltmlclientmarketing.com.
<https://letstalkmoney.com/financialWellness/>

*Direct Marketing Association