

10 IDEAS FOR CONNECTING WITH CUSTOMERS

When to add personalized dimensional mail to your sales and marketing strategies



SHORTEN SALES CYCLE

Audience:

Leads who have become slow or stagnant in converting to customers.

Strategy:

Reduce time gaps with a relevant gift to demonstrate that the lead is valued and keep your company top of mind.



WELCOME

Audience:

New customers

Strategy:

Set the stage for a long and happy relationship by sending your new customer an appreciative gift and personal note.



PREFERENCE MANAGEMENT

Audience:

Existing customers who checked 'Yes' to receive a paper copy.

Strategy:

Be ready to trigger the send of a printed version of statement or customer service letter when requested.



EMAIL CAPTURE

Audience:

New visitors who did not complete the sign up process, or leads who don't have a valid email on file.

Strategy:

Trigger the send of a personal invitation to access bonus content or special offer in exchange for new email address.



SEASONAL GIFTING

Audience:

Existing customers and prospects.

Strategy:

Keep your brand top of mind and let your customers know you're thinking of them during the holidays.



WIN-BACK

Audience:

Customers who have not opened, clicked or purchased in 12+ months.

Strategy:

Reconnect using a dimensional mail incentive if email is not receiving a response.



LOYALTY & MEMBERSHIP REWARDS

Audience:

Loyal, high value members, donors or fans.

Strategy:

Trigger the send of a one-of-a-kind unboxing experience - delight with a care package.



CONTRACT RENEWALS

Audience:

Existing customers whose contract is up for renewal.

Strategy:

Remind a client that it's time to re-sign and make the entire experience pleasant with a triggered gift and note.



WISH LIST OR ABANDONED CART

Audience:

Online visitors with wish list or abandoned cart, but no purchase in 2 weeks.

Strategy:

Trigger the send of an interactive mailer to drive a return visit by beautifully showcasing the products left in shopping cart.



HAPPY ANNIVERSARY

Audience:

Existing customers who are celebrating a milestone with you.

Strategy:

Trigger the send of a thoughtful gift to surprise and delight customers.