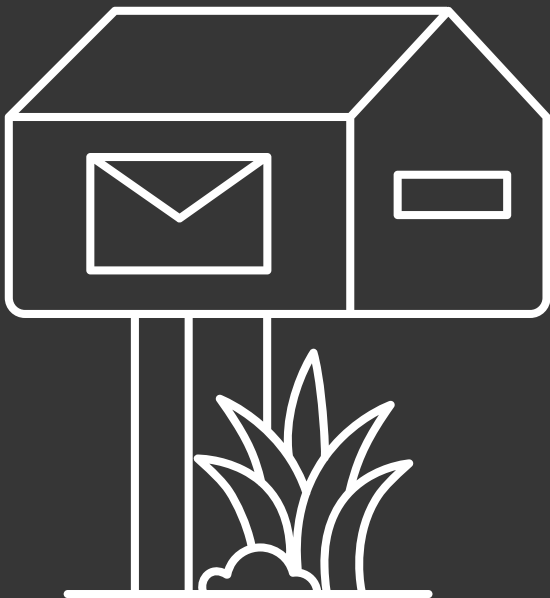


Why You Need Letterbox Marketing In 2023

And the killer reasons it's the best
complement to your digital efforts



REACH
WE GET HUMANS. WE DO MARKETING.

Hey there! If you're reading this, chances are you, like many other NZ businesses, are feeling one or more of these marketing "pain points"....



1. How do I **stand out** in a crowded marketplace?



2. I need to **reach more** (right fit) customers!



3. I need **more traffic** and leads **through my website!**

Don't worry, you've come to the right place! We've put together this **handy guide** to give you the inside scoop on all things letterbox marketing and why it is the **best complement to your digital efforts.**

Whether you're just starting out or looking to fine-tune your approach, **we've got you covered.** We'll share with you some of our **tried-and-true tactics**, as well as some **powerful testimonials** from NZ businesses using these methods and getting **fab results.** So, grab a coffee, get comfy, and let's dive in!

Adding a physical marketing channel to your digital efforts increases campaign performance

Your customers live between online and offline worlds. They are constantly moving back and forth between the two, **seeking out information**, comparing prices, and making purchases in both spaces. To be successful in this landscape, marketing must reflect the behaviour of these hybrid customers by **understanding the customer journey** and

tailoring marketing efforts to match the way your customers behave.

The modern letterbox is smart - like Sheldon Cooper smart, targeted at the shopping behaviours within households to get your brand to exactly the right people. We're seeing NZ businesses flock back to physical marketing channels like the letterbox with great success.

"Since my flyers went out my business is absolutely booming and my phone has not stopped ringing. I am literally looking at the best month's income since starting my business and it's the best move.

I could have ever made getting REACH to help me out!!!

Thank you so much, I will definitely be back to you again next year to do another campaign and I will certainly be telling people about your wonderful company!!!!"

Niall Gavin: Private Powerline Services (Waikato)



Research shows **55% of kiwi readers** will keep a physical mailer for up to two weeks, keeping it top of mind with consumers. That is some serious in-home real estate for your brand.

Add to that, recent research in NZ by Roy Morgan, shows that... Of those who receive letterbox marketing,

60%

will purchase something each week

70%

will tell someone about a product or service they saw!

**NOW THAT'S
POWERFULL STUFF!**

Multi-channel marketing campaigns help you stand out in a crowded marketplace

A **saturated digital** market can make it **difficult** for your message to be heard and for potential customers to take notice of your brand.

Digital Marketing will continue to be a fast, **integral part** of any marketing campaign whether you're a small, local Kiwi business or a larger NZ corporation. But making sure you have a **range of media channels** in your promotional mix is today's smarter strategy. And for very good reason.



uplift in performance with every marketing channel you add

Mark Ritson, Marketing Guru

50%

of those who read letterbox marketing will visit a store's website after physical marketing

“Using weekly mailers and social media marketing we have increased our brand awareness and customer count to a level which would be impossible without REACH.”

Amandeep Singh, Dominos NZ

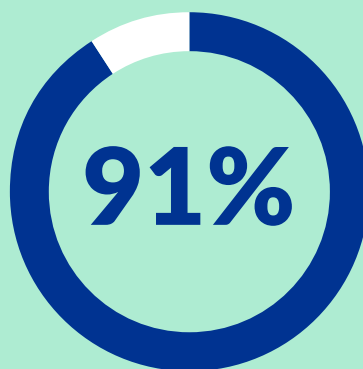


You can target your campaign to the same audience in both online and offline worlds

When designing a campaign that has an offline channel like the letterbox AND digital channels, be sure to **build in targeting** that **gets your brand to the same audience** through all of your

chosen marketing channels. **Reinforcement of messages is the key to getting more leads and more sales!**

**ARE YOU
ADVERTISING
DOG FOOD TO
CAT OWNERS?
MANY DO!**



of consumers are more encouraged to purchase when a brand personalises its communication with them*

Knowing your target market is great at a demographic level - age/gender/location etc... all the important stuff sure, but what about their buying habits? Time of day? Preferences of brands? Store visits? These are insights that allow you to truly build campaigns that cut through noise and position yourself strongly in the minds of your perfect customer.

"...REACH's ability to customise sectors for targeted marketing, their friendly and knowledgeable team, and all the incredible value for money makes it a no brainer!"

Sam Fiddis, Safe Business Solutions



By using helpful data and analysing it correctly and wisely you can design the perfect campaign. You can use a combination of your own existing customer data or available 3rd party data. Whoa Whoa Whoa... too much? That's ok! There are companies out there who can easily help you with this important first step in your marketing campaign. (shameless plus...but yep we're one of them).

*Froehlich, N. (2022, February 24). The Truth In User Privacy And Targeted Ads. Forbes. Retrieved February 3, 2023, from <https://www.forbes.com/sites/forbestechcouncil/2022/02/24/the-truth-in-user-privacy-and-targeted-ads/?sh=2451ff82355e>

Letterbox not your 'bag'? Let's bust common myths on the humble letterbox channel

We often hear "digital natives" refer to letterbox marketing as 'old school', a waste of time because everyone has a 'no circulars' sign and it's a danger to our environment.

But, this is a bit misinformed.....



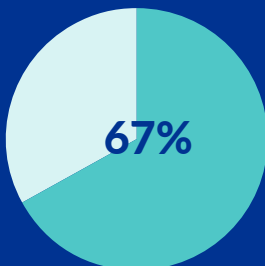
In NZ alone **1.4 million** households enjoy receiving letterbox marketing and of those **70% will tell someone about what they saw...** take that 'no circ' signs!



Regenerative forestry and sustainable paper commitments from all print and production partners are now in place - even including the option of vegetable inks! **Heck, you can even run your campaign on recycled paper if you wish!**

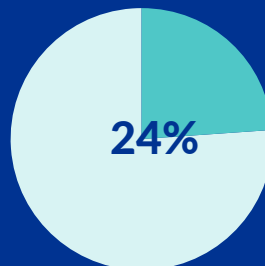
The fact of the matter is Kiwis don't like to be bombarded with **4000+ digital messages a day**, they enjoy reading letterbox marketing. Here's why...

For Inspiration



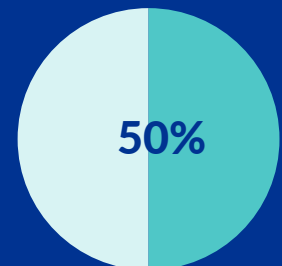
read mailers to discover new products

To Unwind



say "when I read a mailer it has my FULL attention" - no scrolling zombies here!

It's Useful



find mailers more useful than other forms of advertising



"One of the most effective marketing activities I've done has been letterbox drops. There is definitely a place for both online and offline marketing channels, but printed marketing just always works so well for me. I'd assume it really gets inside people's heads!"

- Chris, Award-winning real estate agent

Rinse and Repeat for Maximum effectiveness



When it comes to running a campaign, many businesses treat it as a 'one and done' situation. But put bluntly... running something once won't deliver.

As much as marketing has become more scientific and planned there is still a behavioural and learning phase that 100% needs to happen.

People need to see your product / offer / message at least 7 times minimum to make a purchase decision - especially if you have a higher value product or service.



Digital platforms have built in algorithms for learning and refining, and targeted offline channels need time to resonate and be refined also. We understand that budgets are tight, knowledge is limited and marketing resources may be scarce within your business. But rinsing and repeating does not have to take months and bleed your budget dry.

Companies who run a campaign - then learn, refine and run it again are the ones who win

Keep your potential customers' senses alive with multiple touchpoints and better brand recall. Say goodbye to wasted ad spend and hello to more customers.



LET'S ATTACK THIS ONLINE/OFFLINE APPROACH TOGETHER!

We've taken the hard work from you by creating a package that makes running a letterbox + digital campaign super easy! And Yep, you get data targeting too!

Check out **REACHHOME**, the most simple, affordable package that your business needs in 2023.

[Click here](#)

reach.nz or

phone us on

0800 REACH US