

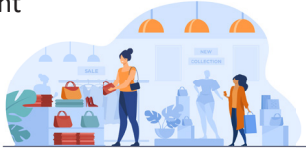
DIRECT

HIT



Retail Services

How many times have you thought about visiting a store ten minutes away, just to order what you wanted online? Thanks to Amazon Prime, as well as an influx of online stores

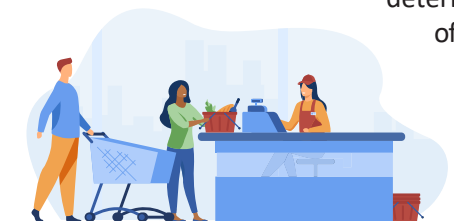


offering free shipping, it is becoming more tempting than ever to make purchases in the comfort of our homes. Brick and mortar retailers are realizing that they must find ways to adapt to these changes in purchasing behavior, or pack up for good. The good news is that adapting an omnichannel approach to marketing—which includes mobile apps, social media, direct mail, websites, online ads, email, in-store, and more—is boosting retail sales. While not every retail store has the ability to create a mobile app, flawless digital catalog or interactive website, there are certain elements to omnichannel marketing that most stores can achieve, or at least work towards.

Start With the Data

To ensure an excellent customer experience, you must begin with clean, complete client and prospect data. Use our data professionals to help you develop your list to support your online efforts. Once you get your direct marketing projects rolling and are collecting a lot of social media information, ask our professionals how to convert that into actionable information. Consumers crave personalized experiences, but that personalization isn't possible without regular, accurate data. This data feeds into every aspect of omnichannel marketing, from crafting customized emails all the way to determining which sales have the best performance. Consumers are overloaded with information and opportunities, with thousands of sites to choose from to buy what boils down to the same types of products. What stands between their loyalty to a brick and mortar store and an online website is their perception of how well a company knows their lifestyle, wants, and needs. Brick and mortar retailers have the opportunity to satisfy that level of personalization by consistently analyzing their data to

determine the demographics of their top customers, identifying spending habits, and rewarding loyal customers with in-store incentives that cater to their interests.



Keep an Accurate Inventory

Keeping an accurate inventory for every retail location and making it easily accessible online is one of the most important things brick and mortar stores can do to drive in-person shopping. Despite free online shipping, many customers do not have the patience or time to wait for a purchase to arrive. If they see that a shirt in their size is available at the store down the road, they're likely to jump in their car and head over. As soon as they arrive at the store, the odds of impulse buys or upsells increase.

Utilize Social Media

Social media is a powerful component of omnichannel marketing, and it's a relatively inexpensive one to use. Creating ads for specific demographics, promoting flash sales, or even creating a hashtag campaign are effective ways to increase customer reach and drive them to a store or website. With Midwest Direct's digital+post platform, you can add social media ads to your mailing campaign to get in front of prospects while they're scrolling through their newsfeed on Facebook and Instagram.

Make it About the Experience

Brick and mortar stores will always be able to provide something that online-only retailers can't: the opportunity to turn a purchase into an actual experience. Pair that with an inviting atmosphere and special in-store workshops or events, and suddenly the generic one-click-and-you're-done approach to online shopping pales in comparison. Brick and mortar retailers can use this to their advantage by using several marketing channels to drive customers to the store for one-on-one consultations, early product launch parties, demos, and more. The key is to stop viewing brick and mortar stores as a place for only making purchases, and instead view them as a place for experiences.

The top-performing brick and mortar stores will survive in the world of online retail by rethinking how customers are reached, how valued they feel, and how enjoyable their experiences are. **It all starts with getting your data in shape and getting those direct marketing projects rolling – contact our team at 1.800.686.6666 to get started!**

Team Treats



COWBOY CASSEROLE

Although this Cowboy Casserole by Delish is certainly not the healthiest of meals, it sure takes the trophy for comfort food.

INGREDIENTS:

- 1lb ground beef
- ½ onion, chopped
- 2 garlic cloves, minced
- ½ tsp chili powder
- ½ tsp cumin
- 2 cups frozen corn, defrosted
- 2 cups canned diced tomatoes
- 1 ½ cups cheese, divided
- Salt and pepper
- 2 bags (16 oz) frozen tater tots

DIRECTIONS:

1. Preheat the oven to 375 degrees. In a large skillet over medium heat, heat oil. Add onions and cook until soft. Add beef, draining some of the fat when cooked. Add garlic, chili powder, and cumin. Stir and cook until garlic is fragrant (about 2 mins).
2. Add corn, tomatoes, sour cream and 1 cup of cheese. Cook, stirring regularly, until the cheese is melted and sour cream is incorporated. Season with salt and pepper.
3. Pour mixture into a 9x13 baking dish. Top with tater tots and sprinkle with remaining cheese. Bake for 20-25 minutes or until the cheese is melted and tater tots are golden.

Find recipe here: <https://tinyurl.com/yb5m2jja>

Gen Z and Direct Mail

As a generation of avid social media users, Gen Zers are experts at tuning out what they deem to be irrelevant or distasteful to them. Because of this, simple things such as the wrong tone, targeting, design, or time can cause them to ignore your company's marketing efforts completely. Therefore, companies need to make extra effort to maintain authenticity, relevancy, and uniqueness when marketing to members of this generation. Here's what we found about Gen Z and their responses to direct mail:



- 98% of Gen Zers (born between 1997-2015) shop in physical stores most of the time. Surprisingly, Gen Zers also view direct mail as more trustworthy than the information/advertising they receive from digital platforms.
- Much like Millennials, Gen Zers look for honesty, transparency, and value in the products they purchase. About 72% of Generation Z say price is the key factor in purchasing decisions - so when marketing to them, the value needs to be clear so they feel the value of the product is worth the price.
- A company's stance on social or global issues are also a key factor in purchasing decisions for this generation. Gen Zers, more than any other generation, will actually avoid purchasing from companies that go against their stances on social and global issues.
- Unlike other generations, Gen Zers are more influenced by online reviews and are more likely to cross you off their list with testimonials that seem inauthentic. Forget the testimonials on your website, Gen Zers are much more likely to decide to purchase based on your reviews on Google and social media.

These findings lead to one important point -- Gen Zers are the omnichannel generation. Gen Z can be complicated to market to, but we're here to help. Contact us today at 1.800.686.6666 to get started with omnichannel marketing for any generation.



Mandy's

MOTIVATIONAL MOMENT

"If a man is called to be a streetsweeper, he should sweep streets even as a Michelangelo painted, or Beethoven composed music, or Shakespeare wrote poetry. He should sweep streets so well that the hosts of heaven and earth will pause to say, 'Here lived a great streetsweeper who did his job well.'"

— Martin Luther King Jr.

FUN FACTS: SHOPPING

With semi-annual and Independence Day sales quickly approaching, it's time to study up on shopping malls. Most people do not know about shopping mall history or that the strategic set up in shopping malls is designed to encourage people to purchase more. If you're wondering about the history of shopping and how shopping malls drive more purchases, here are some fun facts that might help:




- Have you ever lost track of time while shopping? You're not alone! Much like casinos, shopping malls are intentionally designed to make people lose track of time by removing windows and clocks from the stores. The goal is to make you shop longer and buy more.
- Shopping catalogs have been around a lot longer than you think. The first shopping catalog was made in the 15th century by an Italian publisher who compiled a hand printed catalog of books he produced and sold the catalogs at town fairs.
- Surprisingly, there is a reason why escalators in shopping malls are placed where they are. Escalators are placed strategically around shopping malls to force customers to pass the maximum amount of storefronts.
- Shopping carts have been around for a while, but they used to be much more simple than the ones we have today. The first shopping cart was a folding chair with a basket on the seat and wheels on the legs.



- Did you know that what you wear while shopping can affect your purchasing decisions? A 2013 Brigham Young University study discovered that people who wore high heels while shopping made more balanced buying decisions while balancing in pumps.





THE PLUS PODCAST
With Midwest Direct

0:00 18:54

23: Why You Should Add Social Media Ads to Your Next Mailing

Did you know most conversions happen between the 8th and 12th marketing touch? By definition, if you're serious about conversions, you need to plan campaigns with upwards of 15 touches. The best — and easiest — way to do that is by adding channels to your campaign. If your marketing team would be overwhelmed with a campaign using mail and social media channels over 30-60 days, we have great news! You can do exactly that with very little additional effort using our digital+post tool. When you ask to add digital+post to your next campaign, we help you greatly extend your marketing reach by adding Facebook and Instagram ads to the feeds of the people already on your mailing list. It's easy to do and is proven to boost campaign results by up to 20%. For most marketers, proven results means trackable conversions, ROI, and improved sales. Ready to get started adding channels, views, and touchpoints to your next mailing?

Get started in three SIMPLE steps:

1. Develop your mailpiece, social media ads, and mailing list.
2. Connect your website to our social ad serving dashboard.
3. Upload your list and ads to your private digital+post dashboard and we'll take it from there.

Listen to this episode of The Plus Podcast at [mw-direct.com/pluspod23](https://www.midwest-direct.com/pluspod23) or contact us today at 1.800.686.6666 for more information on how to add social media advertising to your next mailing.

PROMOTIONS & INCENTIVES

Emerging and Advanced Technology

This promotion encourages mailers to incorporate emerging technologies such as AR, VR/MR, NFC, Video in Print, and multichannel mail integration with digital assistants/smart speakers into their direct mail pieces.

- Regular and nonprofit Marketing Mail letters and flats, and First-Class Mail letters, cards, and flats that meet the promotion requirements will be eligible for an upfront 2% postage discount during the promotion period.
- **Registration:** January 15, 2021 - August 31, 2021
- **Promotion period:** March 1, 2021 - August 31, 2021

DIRECT Hit



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PRESORTED
STANDARD
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Inside This Edition...

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Convert Leads Into Buyers and Simplify Your Retail Marketing with digital+post

Read about it on [mw-direct.com/blog](https://www.mw-direct.com/blog)

Tell us what you think. Email your comments and give us your feedback on what you enjoy about Direct Hit!



Questions or comments?
Email us at marketing@mw-direct.com.