# Print mailing

Print mailings are part of a marketing strategy in which printed advertising materials such as brochures, flyers or postcards are used to send targeted messages to potential customers.

The physical presence and tactile experience increases the probability that the message will be recognised. Examples of applications include product or service launches and customer loyalty.

The types of advertising materials used in print mailing are varied. These include printed brochures, flyers, postcards, mailings with product samples or vouchers and personalised letters. Choosing the right type of advertising media depends on the target group, budget and objectives. By using programmatic print, the elements can be customised especially to the individual recipient.

## Booking options

- ✗ Demo booking tool*
- ✓ Service provider
- ✗ Programmatic advertising
- ✓ Self service tool, media buying platform
- ✓ Marketingportals, Marketing automation platforms

## Partner systems in the market overview

eyebase V6 (CMB Informationssysteme GmbH)
LaudertMediaPort® (Laudert GmbH + Co. KG)

## Media segment

- ✗ Internet
- ✗ E-commerce
- ✗ Social media
- ✗ Mobile
- ✗ Out of home, digital out of home
- ✗ TV, cinema, moving image
- ✗ Radio, audio
- ✓ One-to-One
- ✗ Household, office
- ✗ Internet of Things

## Media type

- ✗ Digital
- ✓ Print
- ✓ Analogue

## Target group

- ✓ Business-to-Business
- ✓ Business-to-Consumer
- ✓ Business-to-Employee

## Marketing objective

- ✓ Brand awareness, increased audience reach
- ✓ Lead generation, new customer
- ✓ Customer care
- ✓ Sales increase
- ✓ Employee recruitment

acquisition

## Customer Journey

✓ Awareness      ✓ Purchase      ✓ Advocacy
✓ Consideration      ✓ Retention

## Ad media

| | | |
|---|---|---|
| ✓ Advertisement, Banner | ✗ Google Business Profile | ✗ Roof objekt |
| ✗ Advertorial | ✗ Influencer | ✗ Sales talks |
| ✗ Annual report | ✓ Landing-page, microsite | ✗ Self service terminal |
| ✗ Appointment calender | ✗ Location Based Service | ✗ Shopping cart |
| ✗ Audio, radio spot, audio file | ✗ Mobile payment systems | ✗ Sign, labelling |
| ✓ Augmented Reality | ✓ Newsletter | ✗ Social media advert |
| ✗ Beach flag, flag, roll-up | ✗ Newspaper, magazine, periodical | ✗ Social media company page |
| ✗ Book, E-book | ✗ NFC | ✗ Social media posting |
| ✗ Brochure, flyer, inserts | ✓ Offer, quotation | ✗ Social media profile page |
| ✓ Catalogues, price lists | ✗ Office equipment | ✗ Sponsoring |
| ✗ Chat, chatbot | ✗ Office files | ✗ Spontaneous event |
| ✗ Company entries | ✗ Operating instruction, user manual | ✗ Structured company data records |
| ✗ Configurator | ✗ Passers-by addressing | ✓ Survey |
| ✓ Contact form | ✗ Petrol pump nozzle | ✓ Telephone and video call service |
| ✗ Content SEO-optimised | ✓ Postcard | ✗ Unboxing |
| ✗ Credit card | ✗ Poster, billboard, pillar | ✗ V-card |
| ✓ Customer card | ✗ Product live demo | ✗ Video spot, moving image |
| ✗ Display, monitor, citylight, megalight | ✓ Product packaging, product labeling | ✗ Virtual Reality |
| ✗ Display stand, light box | ✓ Product sample | ✗ Virtual, voice assistent |
| ✓ E-mail, signature banner | ✓ Programmatic print | ✓ Vouchers, coupons, discount cards |
| ✗ E-paper | ✓ Promotional items | ✓ Web layer |
| ✗ Event | ✗ Push, text messages | ✗ White paper |
| ✗ Exhibition stand, event modules | ✗ Quality seal | ✗ WLAN for visitors |
| ✗ FAQ | ✓ QR code, link | |
| ✓ Games, competitions | ✓ Rental addresses, target group areas | |

## Connected media channels

App (Brand, topic)
Consulting, support, training
Customer loyalty programme
Delivery
Email, email newsletter
Event
Extranet
Field sales force
Household distribution
Influencer marketing

Messenger
Navigation system, map tool
Online shop (Brand)
Out of Home (OOH)
Point of sale (POS), Showroom
Recruitment platform
Reviews, recommendations
Shop windows, display areas
Social media platforms
TV private sector
TV public sector
TV streaming platform, Connected-TV
Video streaming platform YouTube
Website (Brand, topic)

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