

baesman: We get personal.



Mastering Financial Services Direct Mail: The Ultimate Guide to Success

Direct mail remains a potent tool for marketing financial services, especially when considering the unique demands and challenges of this sector. Crafting effective direct mail campaigns requires a delicate balance between compliance, audience segmentation, and clear communication. To excel in this field, it's crucial to implement tailored best practices that resonate with your target audience and adhere to a strict regulatory environment.

Over **50%**

of banks neglect ROI measurement in their marketing.

A survey discovered that **72%**

Prioritize personalization, while just 8% consider it unimportant.

In the top banker survey, **73%**

Prioritize improving customer experience, with cost reduction as a close second.

THE BIGGEST CHALLENGES IN FINANCIAL SERVICES MARKETING



Reaching the right audience



Generating new customer traffic



Keeping up with the competition



36% Of financial marketers cite a lack of budget. Did you know, Baesman has helped our clients reduce postage fees and overall costs?

DIRECT MAIL IS A STRATEGIC CHOICE AS IT ENABLES PRECISE TARGETING THROUGH ACQUISITION LISTS, FACILITATES OUTREACH TO NEW CUSTOMERS, AND CONSISTENTLY GARNERS HIGH OPEN RATES, ULTIMATELY ELEVATING BRAND VISIBILITY IN A COMPETITIVE MARKET.

DIRECT MAIL TIPS:

01 Identify your target audience

It's important to know who you are targeting with your direct mail campaign. Make sure you have a clear understanding of your ideal customer, their financial behaviors, and financial needs.



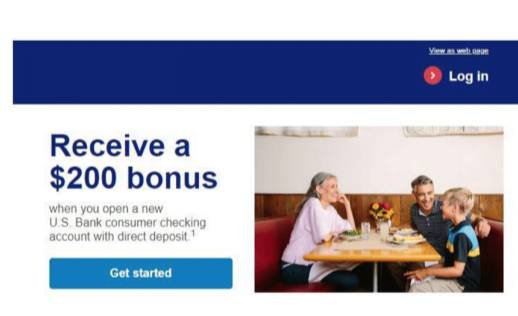
02 Keep the message clear and concise

Your direct mail piece should have a clear and concise message that speaks to your target audience. Avoid using jargon that may be difficult for the reader to understand.



03 Offer a clear call-to-action

Your direct mail should have a clear call-to-action, such as "call now" or "visit our website". Make sure it is easy for the reader to take the next step with your company.



04 Know your competition and highlight your value proposition:

To make your company stand out in a competitive financial market, focus on your unique value proposition. Highlight what makes you different and better than other financial service providers and make sure it is clear in your direct mail piece.

05 Use variable data printing:

Incorporating variable data printing into your direct mail campaign can make it more personalized and effective. This technique allows you to customize each piece with individual data, like names, locations, full color images, and more for each recipient.

89% Of marketers see a positive ROI when they use personalization in their campaigns.

06 Have a strong design:

Your direct mail piece should be visually appealing and easy to read. Use images and colors that align with your brand and message, and make sure the design is easy to follow and visually engaging.

07 Storytelling for better engagement:

People connect with stories and storytelling can be very effective in direct mail campaigns. Use real-life examples of how your financial services have helped your clients reach their goals and overcome challenges, which accelerates customer engagement and response rates.

08 Stay compliant:

In the intricate world of financial services, regulatory compliance is non-negotiable. Make certain that your direct mail initiatives strictly adhere to the ever-evolving legal frameworks and industry regulations. Collaborate closely with your legal team to guarantee that your mailings consistently meet all necessary compliance standards and that critical information, such as fees, terms, and conditions, are presented prominently and transparently.



BENEFITS OF DIRECT MAIL ACCORDING TO FINANCIAL SERVICES MARKETERS



BRAND AWARENESS



REACHING A TARGET AUDIENCE



GENERATING TRAFFIC TO THEIR WEBSITE

baesman:

We get personal.

LET'S TALK!

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