



adm  
Advanced Direct Mail

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# Optimising Member Mailings – Learn from the Best (Unison and National Trust)

21<sup>st</sup> November 2018

# Content and Speakers

- **Postage** – Julie Ray, Advanced Direct Mail
- **Membership Mailings - Maximising Returns** – Clare Preston, Royal Mail Market Reach
- **The National Trust - A Production Perspective** - Graham Prichard, National Trust
- **UNISON - Membership Mailings** - Martin Cullen, UNISON
- **In Conclusion** - Terry Barratt, Advanced Direct Mail





# Postage

## Advanced Direct Mail – Julie Ray

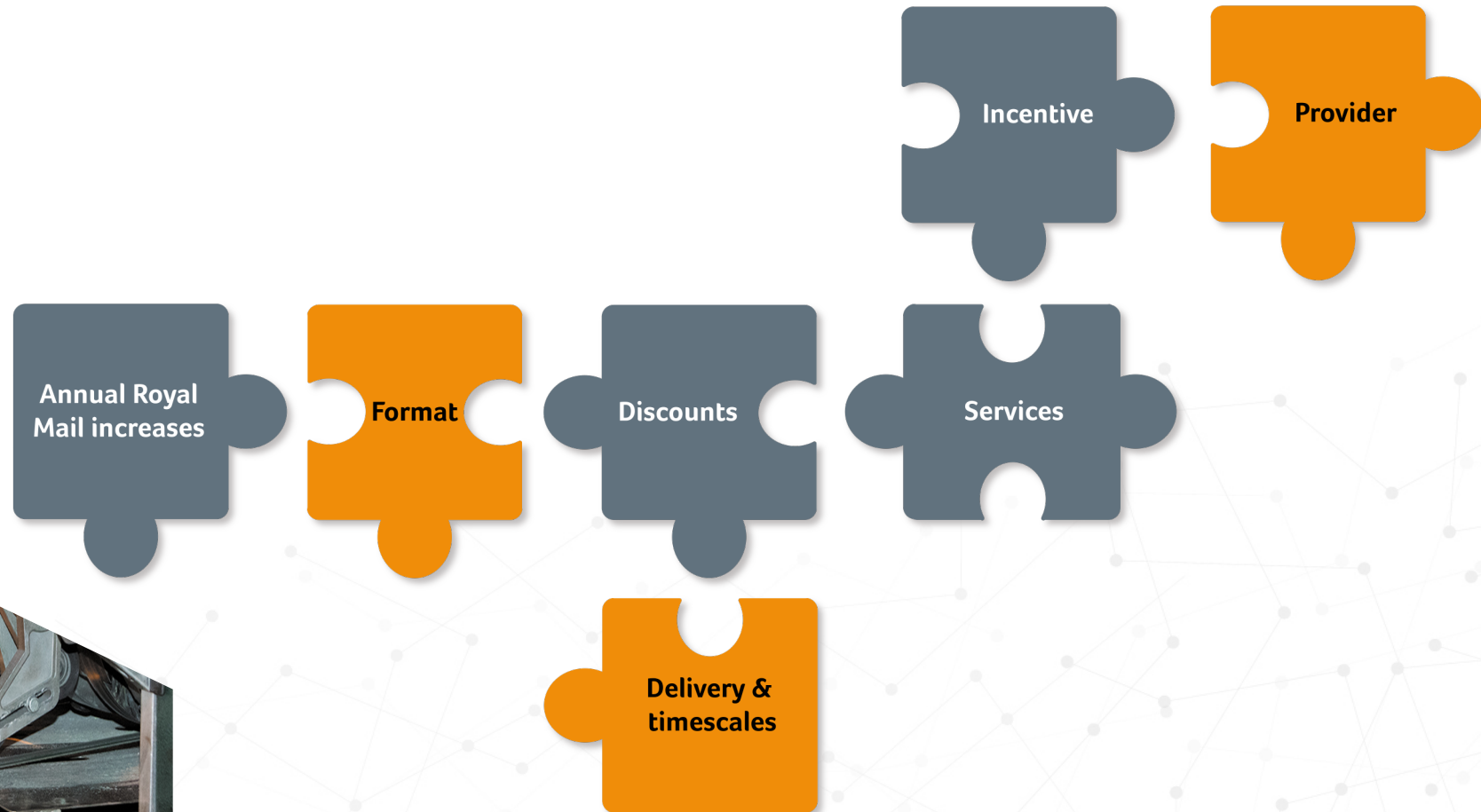


- Postage - one part of the puzzle
  - One size never fits all
  - Everyone's puzzle is different
  - Various options available
  - Optimum solutions may include Royal Mail and downstream access (DSA)
- The UK postal market
  - Impact of deregulation and privatisation
- Single biggest mailing related cost
  - 2019 Royal Mail price increases



# Getting Postage Right You

The postage puzzle – UK postal services in 2019

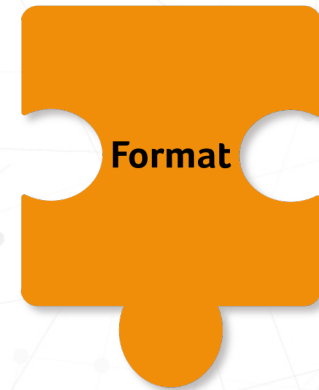


# Getting Postage Right For You

## Format



- Size and weight
- Volumes and related discounts
- Outer cover
- Sealed and tabbed
- Sustainability



# Getting Postage Right For You

## Discounts



- Sustainable discount
- Volume related discounts
- Commitment related discounts
- Publishing profile discounts

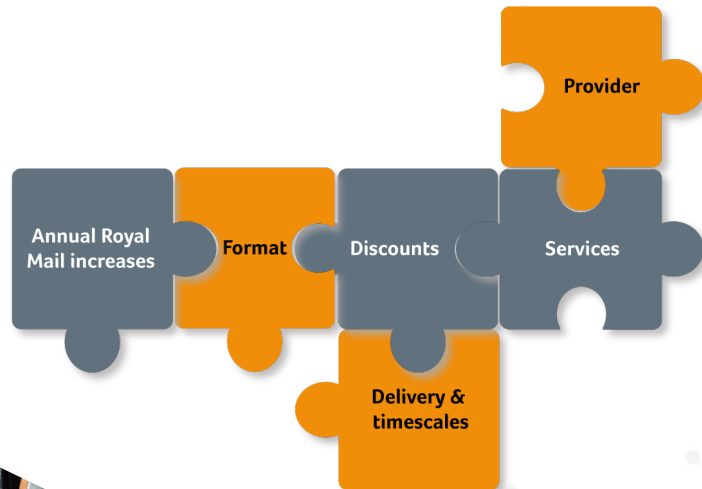






# Imaginary Membership Organisation

2018 – 1 million members, 4 mailings/annum, A4 bioplastic, 248g weight, 3% RM profile discount



- Royal Mail annual increases
- Format – as above in title
- Discounts – RM Publishing profile of 15% on 500k and volume related discount (VRD) of 2% on 500k
- Services – Publishing mail, trayed, mailmark
- Delivery and timescales – Economy
- Provider – Royal Mail
- The result? Postal saving of £26K/issue

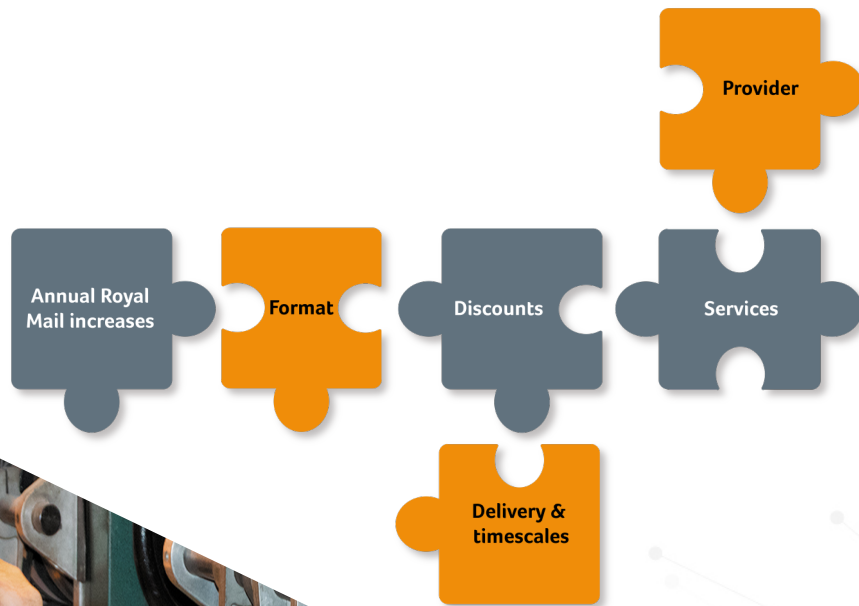






# Imaginary Membership Organisation

2019 – 1 million members, 4 mailings/annum, A4 bioplastic, 248g weight, 3% RM profile discount



- Puzzle incomplete until 2<sup>nd</sup> December
- Royal Mail annual increases – 9% and 3%?
- Format – will the client stay with bioplastic?
- Discounts – publishing profile, volume related discount and commitment related?
- Services – publishing mail, trayed, mailmark?
- Delivery and timescales – economy
- Provider – Royal Mail and DSA?

# Getting Postage Right You

## Any Questions?



# Membership Mailings - Maximising Returns

## Royal Mail Market Reach – Clare Preston



- Introduction to Royal Mail Market Reach

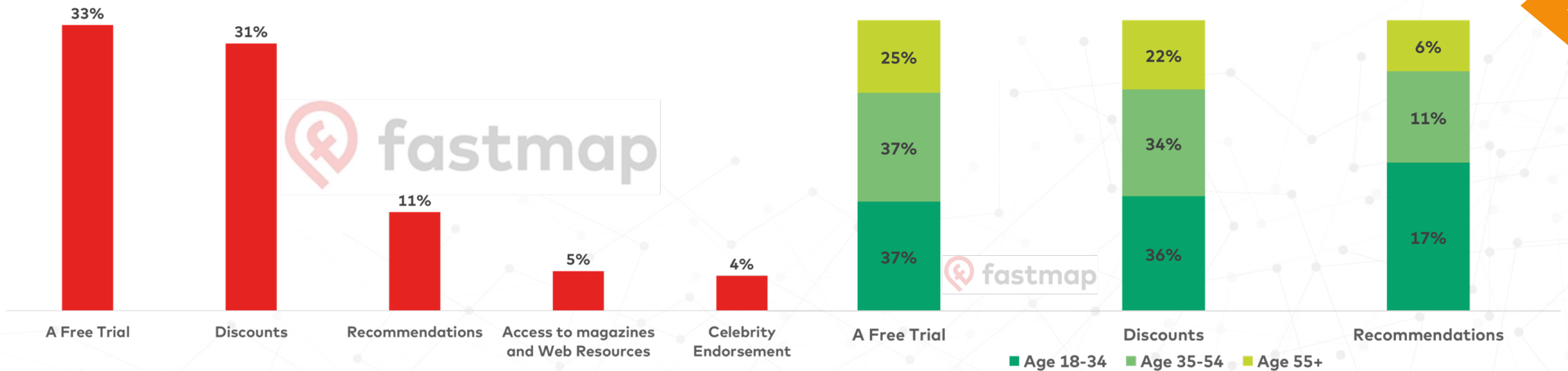
- You can access:



- Workshops
- Dedicated media specialists
- Insight and research
- Creative critique
- Competitor media activity
- Media and data planning
- Data profile and segmentation
- Financial investment

- All paid for by the Royal Mail, our investment in the letterbox channel

# Why do people join membership organisations?





# What do people get out of membership?





We all love post!



# Mail offers a unique connection so it can engage us personally



96%  
of mail is  
processed;  
opened,  
read, saved...



70%  
of people say  
mail makes  
them feel  
valued

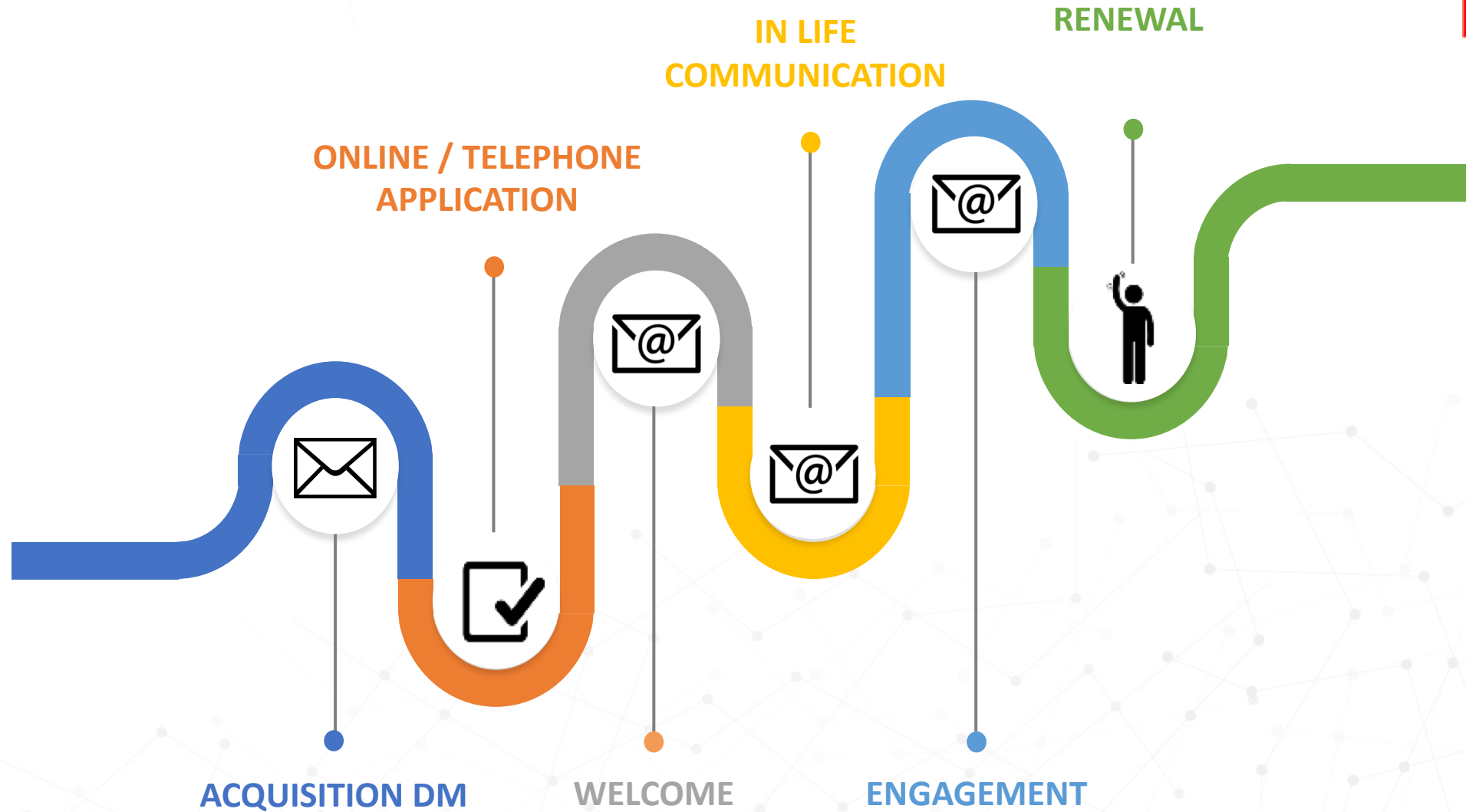


70%  
Say mail gives  
them a better  
impression of  
a company

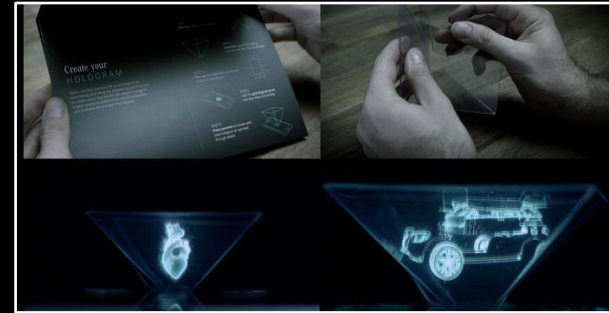
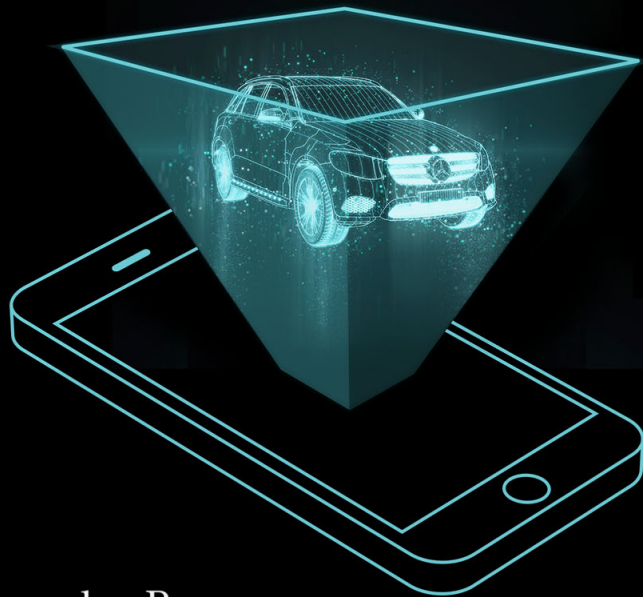


92%  
have gone  
online as a  
result of mail

# Membership journey



# An innovative car needed an innovative launch

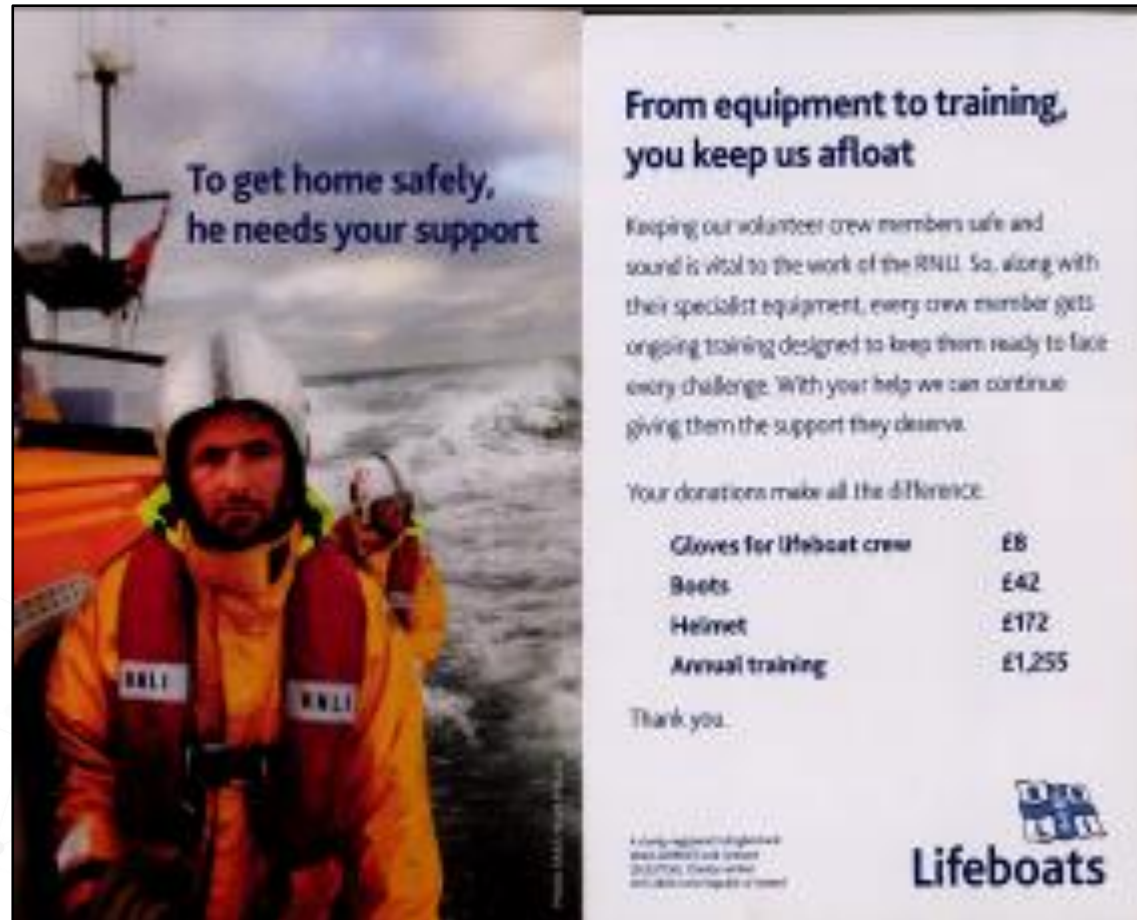




# Acquisition & welcome - RNLI sent mail from the local Lifeboat Station

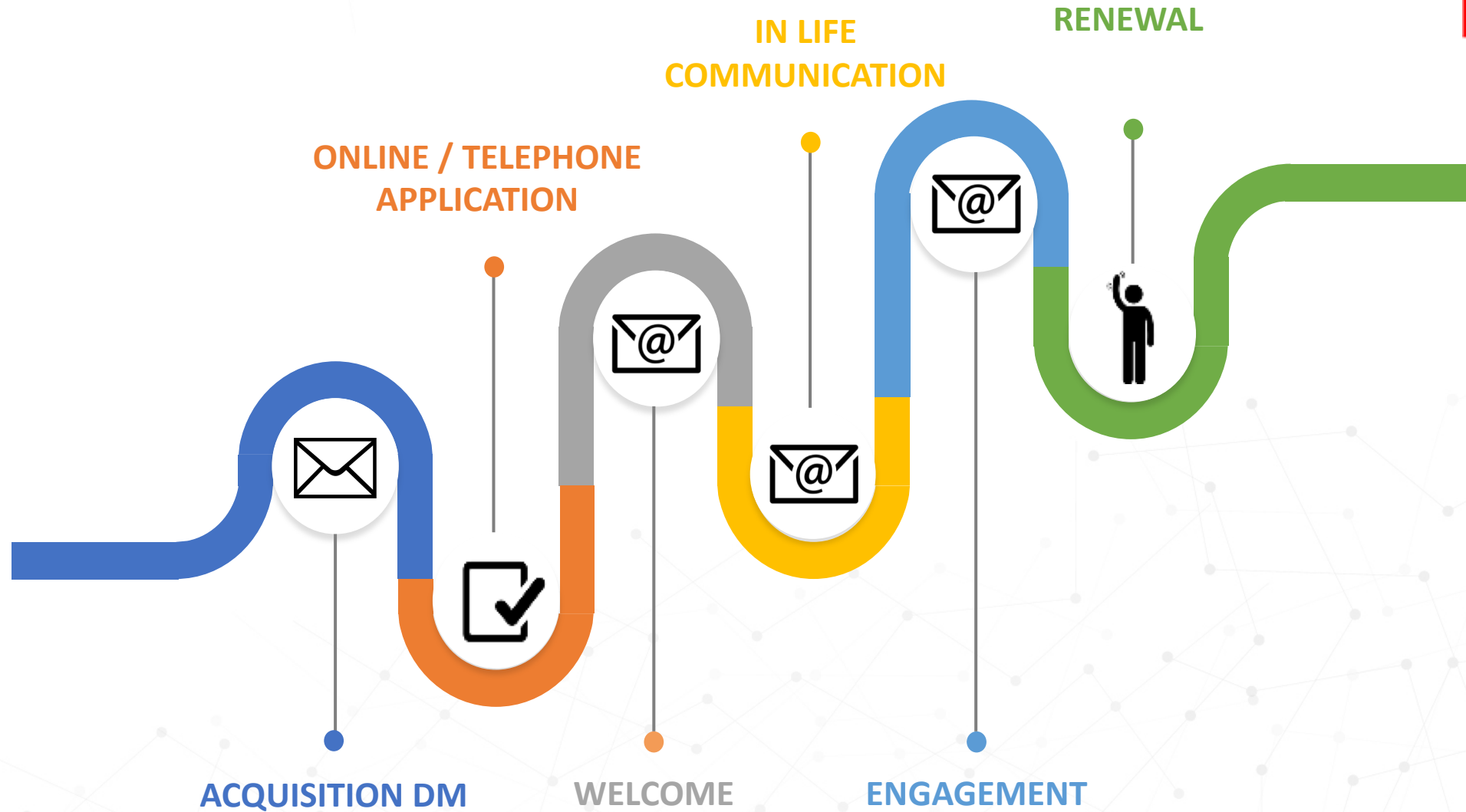


I'm a Lifeboat Operations Manager at Mablethorpe Lifeboat Station in Lincolnshire. I'm asking if you can support the RNLI with a gift of £20 today





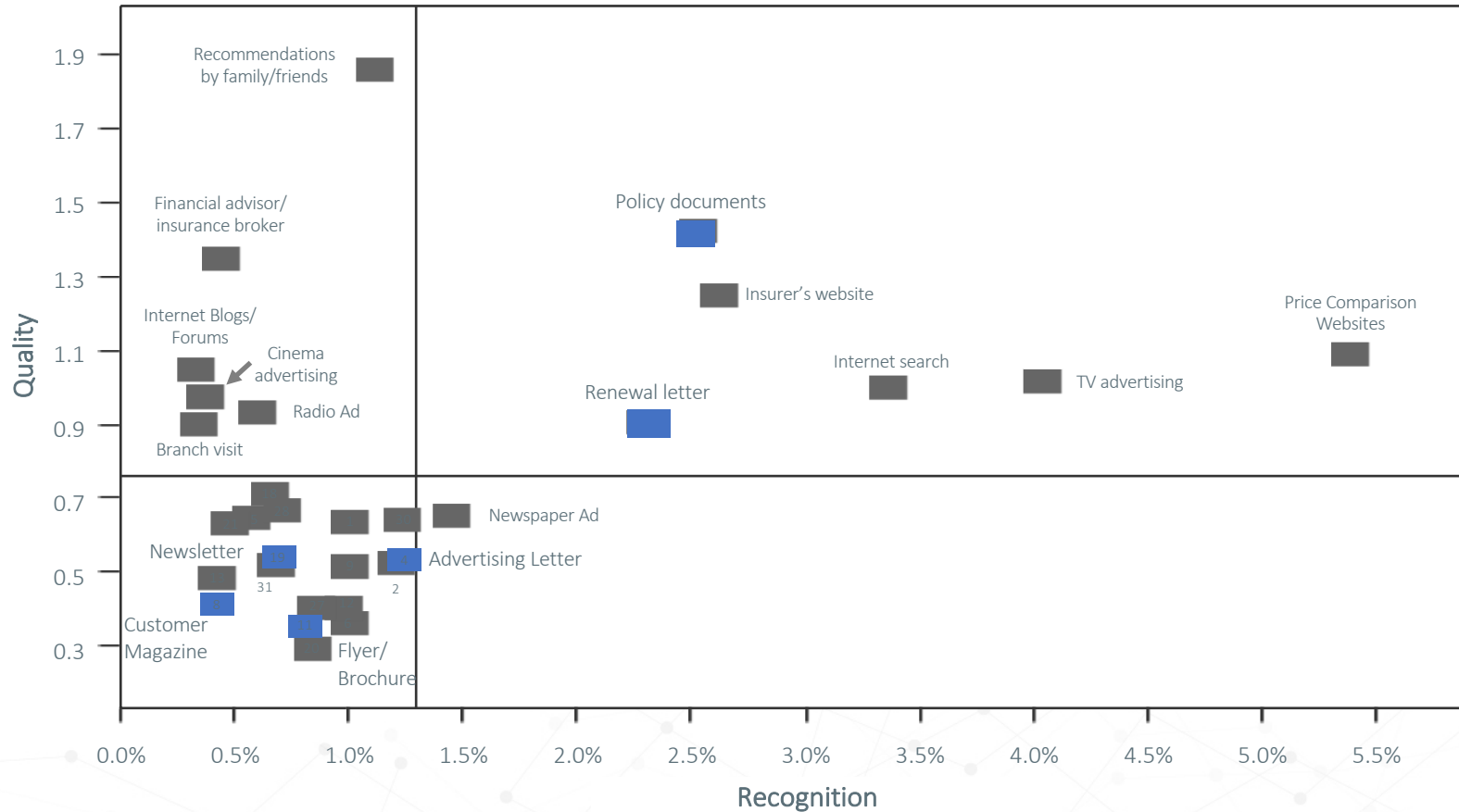
# Membership journey



# What customers value



Impact of Individual Touchpoints, market average



- 1 Ad Email
- 2 Magazine Ad
- 5 Public Transport Ad
- 6 Billboard Ad
- 9 Event Sponsorship
- 12 Newspaper Inserts
- 13 Parcel Inserts
- 18 Newsletter Email
- 20 Online Banner/Pop-up Ad
- 21 Phone Call From insurer
- 26 Renewal Letter
- 27 Reports in Media
- 28 Social Media Networks
- 30 TV Sponsorship
- 31 Online Video Ad

Mail touchpoints

Touchpoint sample sizes range from n=185 to n=3,812

19

# Boden make customers feel special

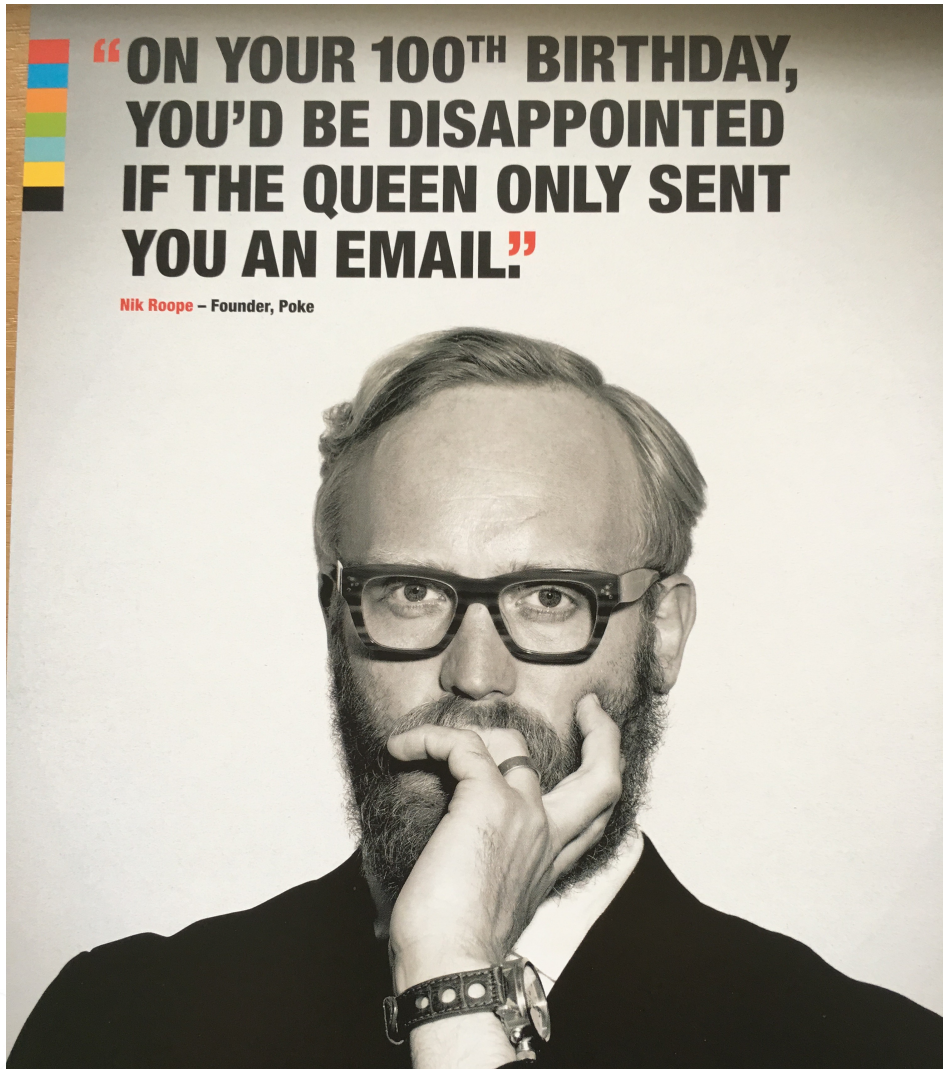


# From First Direct – you don't always have to be selling something





# Well said Nik Roope, founder of Poke





# Partially addressed - a more targeted version of door drop

Targeted at postcode level (c.25 households) and can use either existing data to target other houses in customer 'rich' postcodes or our targeting software to identify similar customer postcodes using geo-demographic profiling.



## Topping up



Top up postcodes already rich in existing customers



## Look-a-likes



Use geo-demographic profiling to find look-a-like prospects

The most effective partially addressed campaigns will use both of these approaches

# Membership journey planning questions



- Acquisition
  - Does your method reflect
    - Your USP
    - Your values?
  - Do you engage existing customers to help you recruit?
    - E.g. Free passes
- Engagement
  - How do you welcome new members?
  - Do you ask them to connect to you online to share stories?
  - What makes them feel part of your tribe?
- Renewal
  - Do you remember to say thank you?
  - Do you celebrate their experience with you to date?

# The National Trust - A Production Perspective

## National Trust – Graham Prichard



National  
Trust

- 20% - what does this figure represent in the context of today's seminar?
- Membership is currently 5.2 million
- Magazine mailed to 2.6 million lead memberships
- The National Trust handbook
- Benefit to members
- Communication
- The challenges in delivering the main membership benefits
  - Environmental concerns



# The National Trust - A Production Perspective

## What has affected our decisions in 2018?



- Paper
  - Type – virgin fibre or recycled?
  - Weight
  - Impact on postage costs
- GDPR
- Inserts
- Member feedback





# The National Trust - A Production Perspective

## The war on single use plastics



- The move from LDPE
- Paper – envelopes or paper wrap?
- Naked mailings – implications for inserts
- Worked with ADM and switched to potato starch based wrapping
- 100% compostable and biodegradable
- Cost implications
- Member feedback



# The National Trust - A Production Perspective

## The future for National Trust Magazine and handbook



- Why bother sending out the magazine and handbook?
- Back to the 20% - putting it in context
- Implications for digital and print
  - Alternatives to inserts
  - Mailing alternatives



# UNISON - Membership Mailings

## UNISON – Martin Cullen



- Who we are and what we do
- A (very) brief history of our magazines



# UNISON - Membership Mailings



- Size matters
- Digital vs. print – why UNISON still needs print





# UNISON - Membership Mailings



- Problems and solutions
- What ADM brought to the party
- Where we go from here



# In Conclusion

## Advanced Direct Mail – Terry Barratt



- Looking to the future
- Summary
  - Incredible role that mail can play
  - Complexity of postage
  - National Trust and UNISON
- Questions
- Thanks
- Lunch





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