



Business Virtual Learning

Course: Intro to Business

Lesson: Promotional Mix- Direct Mail

May 21, 2020



Lesson: **May 21, 2020**

Objective/Learning Target: Students will be able to:

- (1) analyze the effectiveness of direct mail strategies of various products/services**
- (2) design a direct mail strategy for a related product/service.**



Lesson Starter

Try to remember the last time you grabbed mail from your mailbox or checked your email inbox. Did you see any advertisements? If so, from what types of businesses?



What is direct mail?

Direct mail is a promotional strategy to deliver advertising content directly to the customer through postal/email systems.

On a piece of paper, quickly write down as many direct mail offerings you have seen businesses use in the past?



Why is direct mail effective?

So far this week we have learned about the elements of the promotional mix listed below. Take a moment to try and connect direct mail with the other elements.

- Advertising
- Public Relations/Publicity
- Sponsorship
- Sales Promotions

From the earlier examples you listed in the lesson starter, it will be easy to connect Direct Mail to Advertising and Sales Promotions. Many sales promotional items are mailed directly to the customer, and direct mail forms a kind of advertising for the brand/product. Even if you do not use the promotional item, you are still made aware of and reminded of the brand/product.



Activity: Article Reading

Directions: Please read the article linked here (also available in audio format) :

<https://knowledge.wharton.upenn.edu/article/in-e-mail-marketing-consumers-weed-out-the-weakest-links/>

As you read, please answer the following questions on a sheet of paper:

1. List the four kinds of direct e-mails. What is the defining characteristic of each kind?
2. What kind of direct e-mail strategies does Travelocity use, with what effect?



Activity Continued: Direct Mail Strategy

Directions: Use what you have learned in today's lesson and in the article to create a new strategy for the use of direct mail offerings for a product/brand of your choice. Please fill in the criteria below with your ideas (be descriptive) and reasoning. You do not have to use every option, but make sure to provide the reasoning why you did not choose to use that option.

Product/Brand:

Catalog:

Sales Offer (Email or Mail):

General Brand Awareness (Email or Mail):



Practice Outside the Lesson

The next time you act on direct advertising mail (whether you toss it or make a purchase), consider the assumptions the company makes in trying to contact you personally.