



The Direct Marketing Association
of Northern California

WEBINAR

THE MODERN MAILBOX:

HOW DIRECT MAIL BECAME A DIGITAL CHANNEL

DMAnc PRESENTER:

Tim Carr, Chief Lifter — LIFT Agency

JUNE 4, 2025

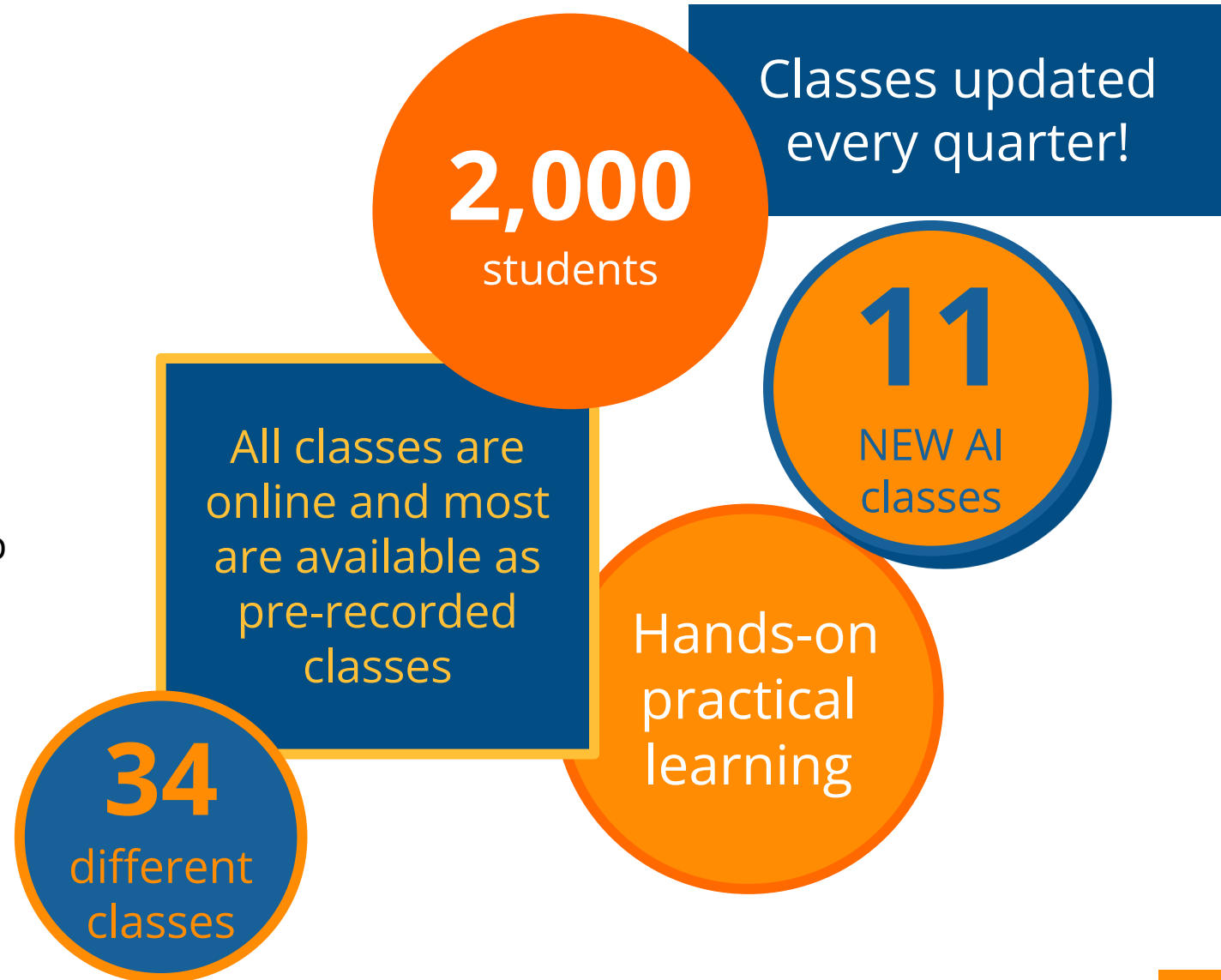


2025 – ABOUT US

The Direct Marketing Association of Northern California was formed to educate and provide networking opportunities for marketing professionals in the San Francisco Bay Area and beyond.

We have evolved to offer best-in-class live online education worldwide through our courses and certification program, taught by world-renowned instructors. More than 2,000 professionals registered for workshops in 2024 and took advantage of over 34 workshop topics.

All courses are updated every quarter to reflect the latest marketing techniques.



2025 DIGITAL MARKETING WORKSHOPS AT DMAnc.org



AI FOR DIGITAL MARKETING

- [Video Production and Scriptwriting Using AI: A Masterclass](#)
- [Leveraging AI for Your Digital Marketing: A Comprehensive Masterclass](#)
- [AI in Copywriting Masterclass – 2025](#)
- [Marketing Campaign Brainstorming w ChatGPT Masterclass](#)
- [ChatGPT Bootcamp for Content Marketing Professionals](#)
- [Using ChatGPT for Website Optimization](#)
- [Advanced ChatGPT for Marketers Masterclass](#)
- [Marketing Analytics Using AI & Looker Studio Masterclass](#)
- [ChatGPT for Digital Marketers Bootcamp](#)
- [Advanced ChatGPT Prompt Writing for Marketers](#)
- [How to Build a Custom Brand GPT Bootcamp](#)
- [AI-Powered Blog & Social Posts Bootcamp](#)

ORGANIC & PAID SOCIAL MEDIA

- [Social Media Marketing Trends-2025](#)
- [Facebook & Instagram \(Meta\) Advertising Fundamentals](#)
- [Advanced Facebook & Instagram \(Meta\) Advertising Masterclass](#)
- [Social Media Marketing 2025 Bootcamp](#)
- [Video Production for Social Media Masterclass](#)
- [Social Media Marketing Kickstarter Workshop](#)
- [TikTok Advertising Masterclass](#)
- [TikTok Organic Social Media Strategy Masterclass](#)
- [LinkedIn Advertising Masterclass](#)
- [B2B Social Media Masterclass](#)
- [Instagram Organic Social Media Masterclass](#)
- [High-Impact Meta TikTok Ad Creative Bootcamp](#)

SEARCH ENGINE MARKETING & DIGITAL ANALYTICS

- [Using Google Analytics 4.0 Masterclass](#)
- [Google Ads Masterclass 2025: RSA, pMax, AI and More](#)
- [SEO for the New Age of AI Masterclass](#)

EMAIL MARKETING

- [Email Marketing Masterclass – 2025](#)

B2B MARKETING

- [Account-Based Marketing Masterclass](#)
- [B2B Go-to-Market Strategy Masterclass](#)

CONTENT MARKETING

- [Storytelling in Branding and Content Marketing Masterclass](#)
- [Digital and Advertising Copywriting Masterclass](#)
- [Content Marketing Masterclass](#)
- [YouTube Channel Strategy and Production Masterclass](#)

NEW! DMAnc CERTIFICATIONS

Certified Social Media Marketer (CSMM)

- Earn a **Certified Social Media Marketer (CSMM)** certificate by completing any eight of the course modules within two years.
- Take classes live online or recorded, or a hybrid of both.
- You decide which courses you want to take.
- Find out more at <https://dmanc.org/dmanc-certified-social-media-marketer-csmm-requirements/>.

Certified AI Digital Marketer (CAIDM)

- Earn a **Certified AI Digital Marketer (CAIDM)** certificate by completing any eight of the course modules within two years.
- Take classes live online or recorded, or a hybrid of both.
- You decide which courses you want to take.
- Find out more at <https://dmanc.org/certified-ai-digital-marketer-cdm-requirements/>.

Students who complete any certification program will receive a frameable certificate and a digital badge for their website, email signature, or social profiles.



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BACKGROUND

Tim, the Chief Lifter at LIFT Agency, has over 20 years of experience in performance marketing, specializing in acquisition, retention, and winback strategies for a wide range of industries.

He founded LIFT Agency in 2003 after serving as a Creative Director at AOL, where he optimized countless direct and digital marketing campaigns, including the renowned CD-ROM direct mail program.

A proud Wisconsin native, Tim and his family live in the SF Bay Area.



DRIVING DIGITAL AND DIRECT MAIL SUCCESS FOR:



PRESENTING HOW DIRECT MAIL BECAME A DIGITAL CHANNEL



WHAT WE'LL COVER:

Ways to extend postal campaigns to digital - including Informed Delivery

Top reasons to activate QR codes in direct mail

Recommended QR platforms and capabilities

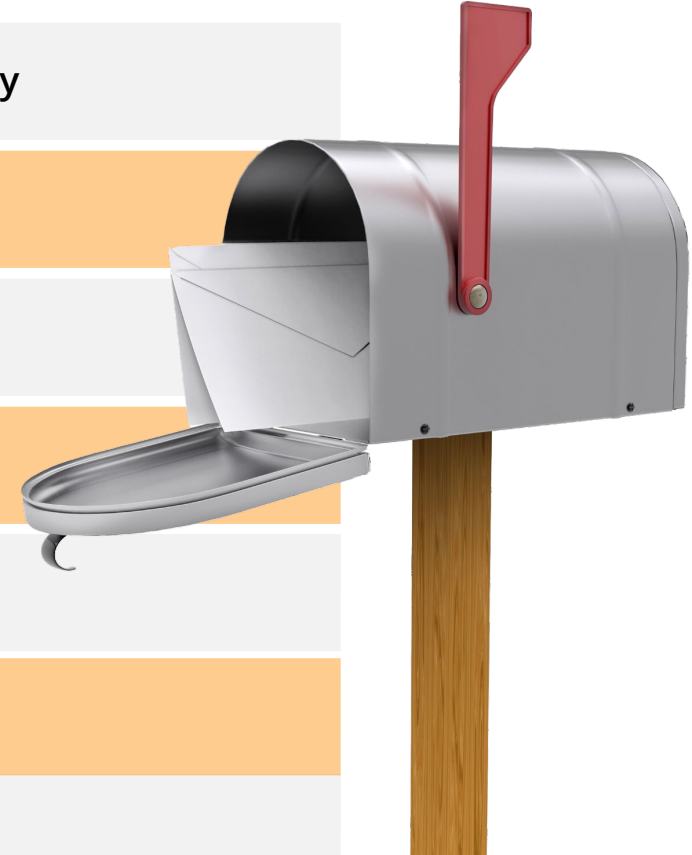
Personalization capabilities and benefits

Retargeting opportunities with non-converting mail responders

QR code success stories

Ways digital can boost DM performance

Creative best practices



FIRST OFF...

WHY SHOULD YOU USE DIRECT MAIL?



SIMPLY PUT, DM WORKS!

LOWER ACQUISITION COST
than other performance marketing channels

HIGHER ROI
112%
compared to email, search, or
paid social & display

90%
of Millennials trust
print messaging
over digital

USPS, [How to Adapt Your Direct Mail Marketing to an Uncertain Market](#)

WHY CONNECT MAIL TO DIGITAL?



GO ONLINE

MyInstantOffer.com

Check your rate and apply in just minutes.



GIVE US A CALL

1-XXX-XXX-XXXX

Speak with a dedicated
Personal Loan Specialist.
Mon-Fri, 5am-5pm PST.



**SCAN NOW TO CHECK
YOUR REAL-TIME RATE**

Open camera, aim and tap.



XXXX-XX-XXX-XXXX

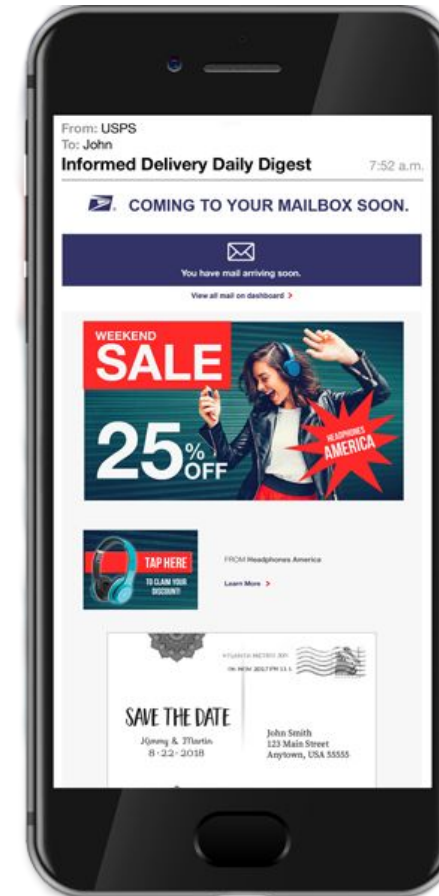
- ✓ **Many customers prefer to go online** vs calling, sending reply envelopes, or store visits.
- ✓ **Digital enables real-time response tracking** and measurement that unlocks data-driven insights.
- ✓ **Personalized URLs and QRs feel more 1:1, special,** authentic; leading to higher response.
- ✓ Ability to **facilitate customer journeys** that link physical mail to digital experiences, **increasing ROI.**
- ✓ **Digital extensions expand physical mail reach** and amplifies effectiveness for social media, email, and TV.

PAPER TO PIXELS: TOP WAYS DIRECT MAIL IS NOW DIGITAL



Extend the Mailbox with Informed Delivery

- ✓ Enrolled customers **see scanned images** of letter envelopes or postcards via email or mobile app.
- ✓ **Arrives same or 1-day** before mail in home.
- ✓ Interested readers can **click through** to campaign landing pages with “ride-along” images.
- ✓ Impressive reach with over **70M active users**, 58% daily email open rates, and 7.9B annual impressions.
- ✓ **FREE to use** and **lowers postage** via incentives.



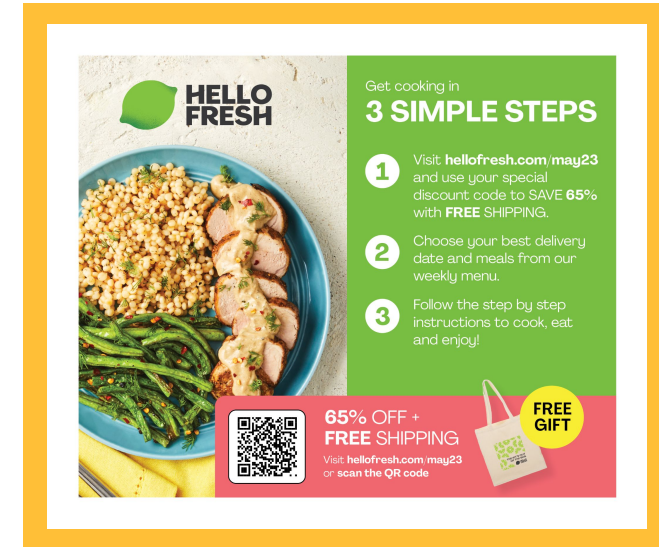
QR Codes in Call to Actions? Yes!

Top reasons to integrate QR codes as CTA option:

- ✓ **Higher engagement and ROI** when used in conjunction with URL.
- ✓ **USPS postage incentives** (3% for 6 months in 2025)
- ✓ **Greater visibility and insights**
See real-time response data. Analyze lists, geos, offer, creative, and more.
- ✓ **More tailored experiences**
Personalized URL integration provides more 1:1 experiences.
- ✓ **More retargeting opportunities** in wide range of digital touchpoints, such as email, SMS, and Social—you can even connect to iOS wallets.



Be mindful of your audience, offer, and mobile experience. If prospects are less likely to convert on a smartphone, proceed with caution.



Recommended QR Code Platforms



Flowcode:
Custom, branded QR creation, CRM sync, and dynamic LP experiences, performance analytics



MindFire:
End-to-end strategies and platform for orchestrating multi-channel customer journeys



PostReminder:
Personalized QRs with calendar-triggered reminders & behavioral tracking

Make sure your codes are in compliance with:



Personalize Scan Experiences to Boost Engagement

Tap into technologies that enable personalized digital printing at scale.

- ✓ Continue 1:1 experience from print to digital.
- ✓ Integrate data for more relevant messaging (name, location, brand relationship, etc.).
- ✓ Test personalized or segmented LP experiences for optimal response.

Benefits of PURL Experiences

- Response rates **+135%**
- Engagement **+70%**
- Conversion rates **+50%**
(Flowcode)

GO TO <https://SarahJohnson.MyHelloFresh.com>

Welcome back, Sarah!
PLEASE LOG IN TO CONTINUE

easypurl
by ecperture

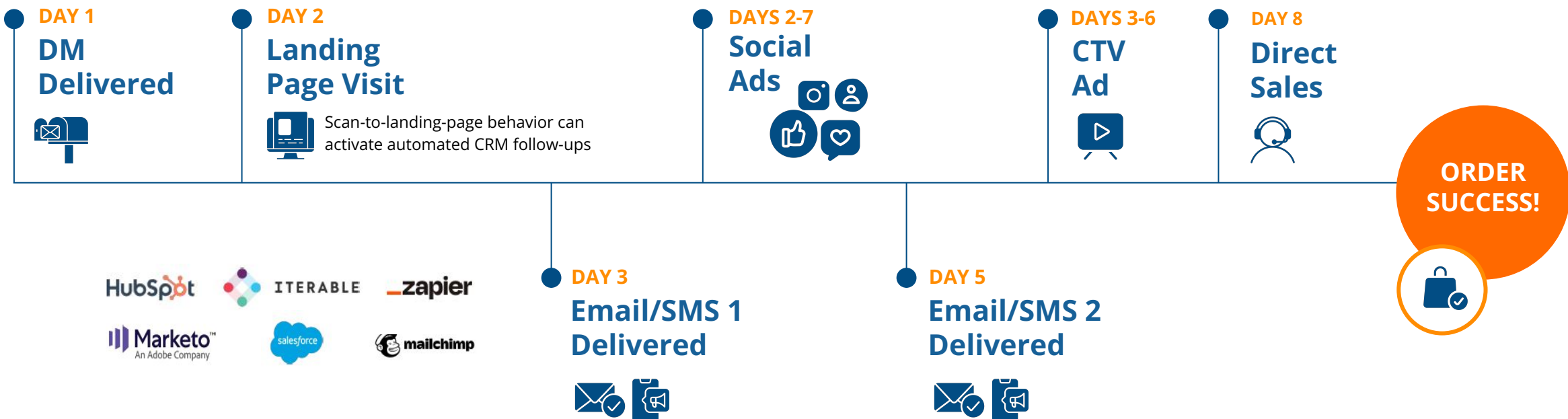
Retarget Scan Visitors for Expanded Impact

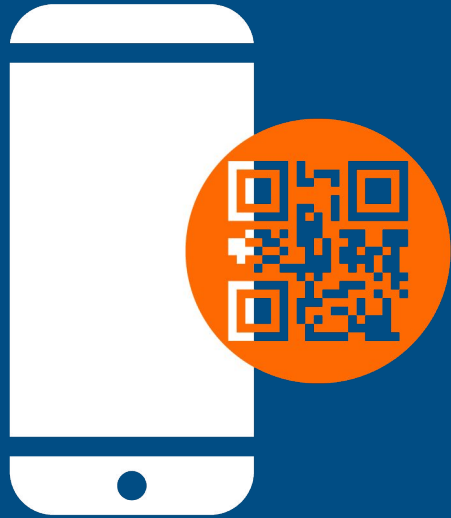
Trigger Real-Time Follow-Ups

Activate CRM platform automated flows: launch nurture sequences, send emails, SMS, activate direct sales, etc.

Expand to Retargeted Social/Digital Media

Deploy email append lists or use Google, Meta, or LinkedIn pixels on your landing pages to capture scan traffic and retarget non-converters with ads.





QR CODE SUCCESS EXAMPLES

QR Code Success Stories



The Salvation Army Northwest Division added a QR code to its holiday fundraising mailer, linking to a curated Spotify Christmas playlist.

The result? QR code package outperformed the mail-alone control.¹



+15%
Higher
Response

+22%
Donation
Revenue Lift



Fjällräven partnered with Flowcode to test and measure the effectiveness of \$50 coupon offer to take to local store.

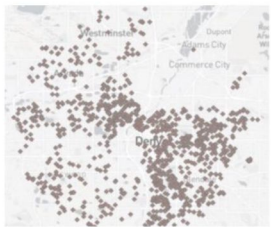
The result? 7% increase in store traffic with bonus responder demographic insights



40%
Response
Rate



Original Target List



Scan by Location

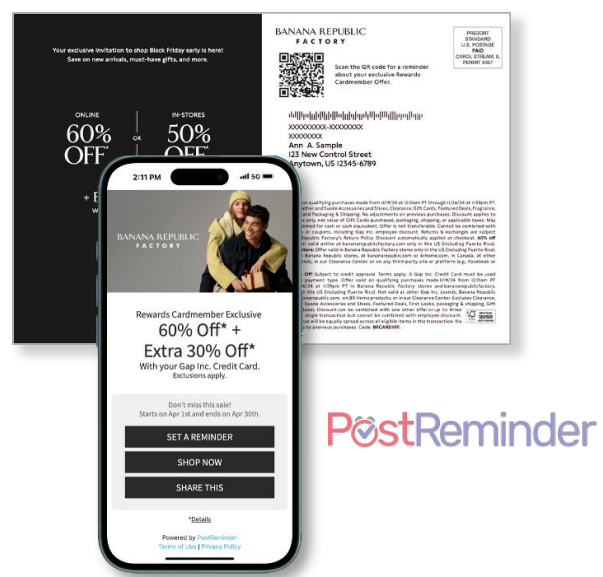
FLOWCODE



¹ Source: blog.rkdgroup.com

QR Code Success Story

BANANA REPUBLIC



Banana Republic's Black Friday promotional mail campaign ran into a familiar challenge—the postcard arrived before the sale began - not ideal for immediate response. PostReminder bridged the gap.

- Results:**
- ✓ **75%** scanned to set a reminder
 - ✓ **61%** clicked the link in the reminder to shop
 - ✓ **8%** shared the offer



QR Code Success Stories - B2B



Spectrum Enterprise launched a 2-touch DM series promoting a special offer to businesses in fiber-ready buildings with a QR code that offered easy **click-to-call direct to their sales team**

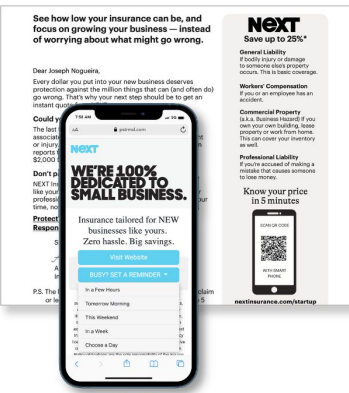
The result? The letter and postcard combo with QR codes and campaign specific landing page **far exceeded MQL goals.**



NEXT Business Insurance needed a way for busy business owners to explore options on their own schedule.

The results? This option added a layer of convenience for the business owner, plus:

- ✓ 2,222 QR scans
- ✓ 12% set a reminder





HOW DIGITAL CAN BOOST DM PERFORMANCE



FLIP THE SCRIPT! Convert Web Visitors with Triggered DM

Reverse append mailing address from site visits for triggered direct mail retargeting.

- ✓ Leverage pixel placement platforms with privacy-compliant processes to match name and postal address to the non-converting visitor.
- ✓ Partner with printers and programs in place to fulfill timely in-home arrival.
- ✓ Segment and deploy by intent signals and behaviors, such as pages visited and actions taken.



Compliant email capture and enrichment platforms include:

PEBBLEPOST

 **NAVISTONE**

swift
The Smarter Approach

Optimize Response with Coordinated Mail + Digital

Prime the Mailbox

- ✓ Sync prospect and 1st-party emails to arrive before + after mail target date.
- ✓ Append target lists into CTV and Paid Social for upper funnel awareness and interest.

Integrate Retargeting

- ✓ Send follow-up emails after in-home date.
- ✓ Use retargeted Social and CTV for lower funnel conversions.



Proven lift in ROI:

Combining digital and direct mail series can lift response rates **by up to 27%.¹**

¹ Winterberry Group, The Perfect Pairing: Direct Mail + Digital.



CREATIVE BEST PRACTICES

Creative Best Practices for Performance

- ✓ **Use clear CTA language with QR or URL,** including fallback URLs for QR-hesitant users.
- ✓ Use **fast-loading, mobile-first landing pages** with best-practice mobile form and CTA UX.
- ✓ **Quickly answer “What’s in it for me”** by making it clear and easy to find and achieve your promised payoff via code scan.
- ✓ **Integrate personalization,** e.g. name, geo, and segment info where possible for more relevant messaging.
- ✓ **Reinforce USPs and address barriers** with compelling social proof lower in the scroll.



Summary of Key Takeaways

Embrace connecting mail to digital channels for personalized online journeys (*use Informed Delivery!*).

QR codes (and URLs) **unlock real-time attribution**, audience insights, **1:1 personalization**, and follow-up automation.

Layer on strategies to activate multi-channel retargeting for prospects not ready to commit in single visit.

Warm up direct mail with synchronized digital channel (and vice versa!).

Break channel silos! Drive higher net performance with coordinated timing across mail, email, and paid media.

Honor best practices: mobile-first, pay off CTA and scan promises. Address barriers and add social proof.

Direct mail is no longer static—with the right strategy, it's your launchpad to full-funnel digital performance.





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Q&A



Contact Us

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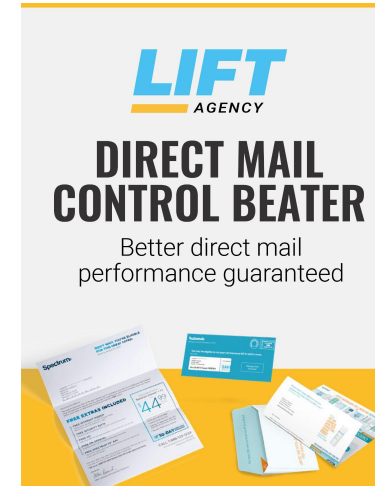
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Complimentary 8 Rules Analysis

Mention **DMAnc** for a free audit and opportunity assessment on your mail and connected digital journeys.

Tim@LiftAgency.co



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**THANK
YOU!**

