

Omni-Channel Benefits
Strategies for Optimizing
Flyer Marketing, Geotargeting
and Sustainable
Improvements



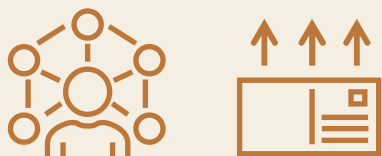
A PERSPECTIVE ON CURRENT TRENDS, NEWS AND INSIGHTS IN FLYER MARKETING

Outlook



CURRENT TOPICS >>>

OMNI-CHANNEL BENEFITS



39% of marketers say an improved ability to activate omni-channel campaigns is the top factor in their decision to increase direct mail spend over the next year.

Source: Delivering Performance Direct Mail in the United States 2023, Winterberry Group, September



STRATEGIES FOR OPTIMIZING FLYER MARKETING

Direct mail remains a cornerstone of marketing, with a robust readership among up to 98% of Canadians. Here are four essential tips to enhance the performance of your flyer campaigns:

Engaging Millennials Through Their Preferred Channel

Millennials favor direct mail as a trusted marketing channel, with 75% actively engaging by reading, sharing, and displaying flyers. They prefer printed materials over digital, trusting the reliability of physical mail. Highlighting the value and benefits of your offer can significantly boost engagement. Utilize social share calls-to-action and A/B testing to assess the effectiveness of offering discounts through recipients' social networks.

84% of marketers agree direct mail provides the highest ROI of any channel they use.

Source: 2024 State of Direct Mail Marketing, Lob and Compermedia

campaigns aimed at diverse demographics. With an increasing number of Canadians residing in these buildings, accessing their mailboxes is crucial for effective flyer distribution. Elite Bindery and Mail offers direct delivery to apartment mailboxes via

Canada Post, ensuring individual flyer visibility. Alternatively, the AdMill Group provides cost effective bundling options for distribution through Canada Post.

Choosing an Optimal Distribution Strategy

While newspapers were once prevalent, the unique impact of mailbox delivery remains unmatched. When selecting a flyer distribution system, prioritize both cost effectiveness and reliability.

Navigating High-Rise Living: Effective Flyer Delivery

High-rise apartments provide a strategic testing ground for targeted marketing

CURRENT TOPICS >>>

- Define distribution scale by FSA (first three characters of a postal code), targeting approximately 500 households per route.
- Ensure your distributor upholds professional standards and trustworthiness.

AdMill Group and Elite Bindery and Mail Solutions, via Canada Post, offer extensive reach, delivering to all 15.8 million addresses across Canada, including often overlooked rural areas.

Maximizing ROI Through Integrated Campaigns

Enhance ROI from your flyer campaigns by integrating physical and digital marketing efforts to reinforce messaging across platforms. Align delivery methods with your campaign's investment level and refine

delivery strategies by targeting specific audience segments using demographic data. Leverage direct mail to re-establish digital connections, particularly beneficial post-Canadian Anti-Spam Law (CASL) compliance. Implementing these strategies enables you to effectively leverage flyer marketing, ensuring robust engagement with your target audience while maximizing response rates across digital and physical channels.



Expansion

Recent closures of newspapers have allowed the expansion of the shared mail package to markets such as Pickering, Ajax, Oshawa and Whitby.

Upcoming

The shared mail package will be coming soon to Houses in Milton, Georgetown and Acton.

Households Covered

The shared mail package now covers over 2.4 million households and continues to grow.



GEOTARGETING



47% VISITED A STORE IN REACTION TO DIRECT MAIL.

Create A Local Sensation

Make the most of geogargeting to connect with customers close to you.

INNOVATION >>>

SUSTAINABLE IMPROVEMENTS

The AdMill Group, a founding member of the Sustainable Mail Group, is transitioning from plastic to sustainable paper-based packaging in collaboration with Canada Post. This shift has revealed a lack of suitable equipment, prompting AdMill to invest in research and development with European manufacturers.

On July 1, 2024, AdMill received the first specialized paper packaging equipment, now being installed and tested, with production starting soon. This will initially replace 20% of their capacity, providing insights for future optimization.

AdMill is also developing alternative production technology using a paper substitute, expected to be installed by the end of August 2024. This could boost capacity to 50% by mid-September 2024. The goal is to fully transition to the new technology, reaching 100% capacity by mid-2025.

