

# Connect Your Direct Mail Lists with Facebook to Improve Campaign Results

WHAT YOU NEED TO KNOW



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**DirectMail.com**<sup>TM</sup>

Intelligent Marketing Solutions. *Delivered.*

# Over a billion people use Facebook daily.

Of these billion people, wouldn't you say that there is a great chance that the people on your direct mail lists are active on Facebook as well?

Perhaps you know the traditional way ads are placed on Facebook, and maybe you've even purchased advertising on Facebook. However, what you are about to learn takes Facebook marketing to a whole new level. Any organization who uses direct mail to promote and fundraise needs to know this important information.



## KEY BENEFITS:

### Integrate Facebook Targeting & Custom Audiences

- Multi-touch approach to improve DM response, retargeting and customer acquisition
- Lift improvements from initial testing – 3% to 8%



## PROCESS AND APPROACH

- Leveraging Experian partnership as data matching and customer audiences process provider
- We can onboard and activate advertiser first party CRM data
- Typical Match Rates (to email/phone) – 40%-50%

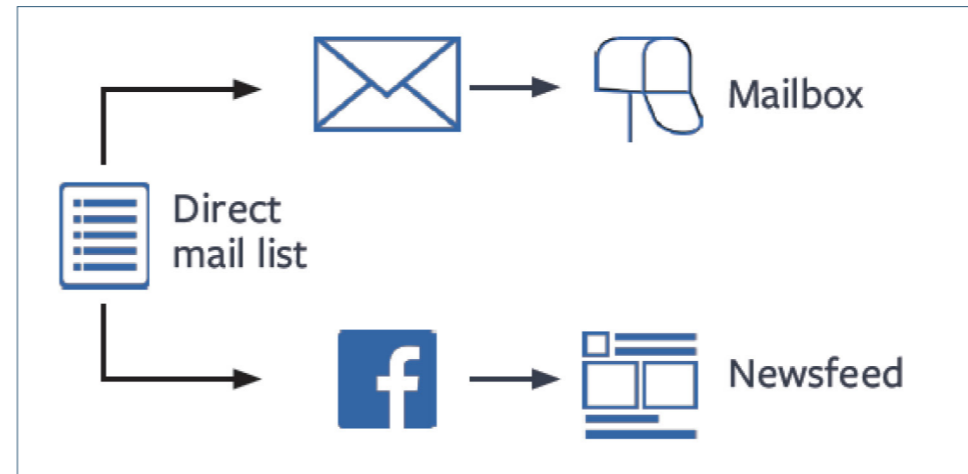
*We're glad that you took the time to learn how you can double the power of your mailing lists using Facebook and expand your direct mail's impact. And please know that as a pioneer and market leader in intelligent direct marketing solutions, we are here to support you every step of the way!*

# Expand the Impact of Direct Mail Using Facebook

The people who matter to you are on Facebook!

The people you want to connect with through your direct mail campaigns are spending their time online.

So, what better way to double your campaign impact than target the people on your mailing list on Facebook, so you can deliver messages that support or compliment your campaign?

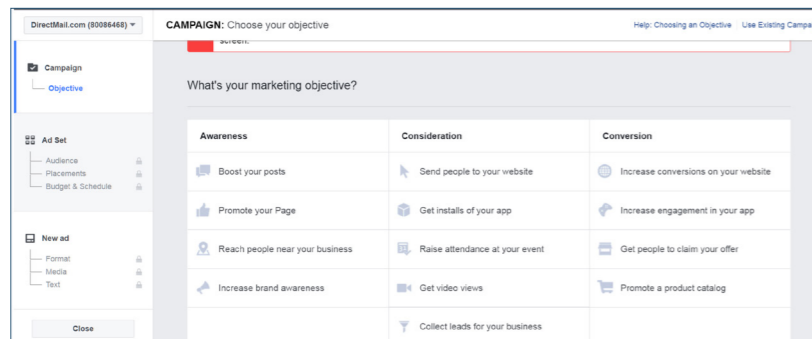


## The Fundamentals: Set Up and Execution of Linking Mail Lists with Facebook

### Ad Creation Process:

1.

**Choose Ad Objective within the Facebook Ad Manager** (align with your direct mail messaging and call-to-action)



2.

**Prepare a File with Your Customer Data**

3. Once you've set your **Audience, Placements,** and **Delivery** optimizations, you can set your **Budget and Schedule.**

**Budget & Schedule**  
Define how much you'd like to spend, and when you'd like your ads to appear. [Learn more.](#)

**Distribution**  Even Distribution  Accelerated

**Total Budget**  **Daily Budget**  **3 ad sets with \$5.00 USD daily budgets.**  
\$15.00 USD  
Actual amount spent daily may vary.

**Schedule**  Run my ad set continuously starting today  
 Set a start and end date

Select your **Total Budget** by choosing from:

- A **Daily Budget**, where you can set how much money you want to spend per day, or
- A **Lifetime budget**, where you can set how much money you want to spend for the duration of your ad campaign.

4. **Set Your Budget and Campaign Timing**

How much do you want to spend? [Help: Budgeting & Pricing](#)

Budget  Daily Budget  Lifetime Budget   
\$20.00 USD

Schedule  Run my ad set continuously starting today  
 Set a start and end date

Start    
End    
(Eastern Time)

Your ad will run until **Monday, April 18, 2016.**  
You'll spend up to **\$620.00** total.

Estimated Daily Reach  
1,600 - 4,000 people on Facebook  
0 of 4,000

This is only an estimate. Numbers shown are based on the average performance of ads targeted to your selected audience.  
Ad set duration: 31 days

Show Advanced Options

Ad Set Name 

5. **Managing Your Ad and Reporting**  
Quickly create, edit and manage Facebook ads all in one place. Monitor and control your ads from anywhere using your smartphone or tablet. For advertisers who operate at scale and need exact control of their ads, ad sets and campaigns. Allows businesses to securely share and control access to their ad accounts, Pages and more.

6.

## Review and Preview Process

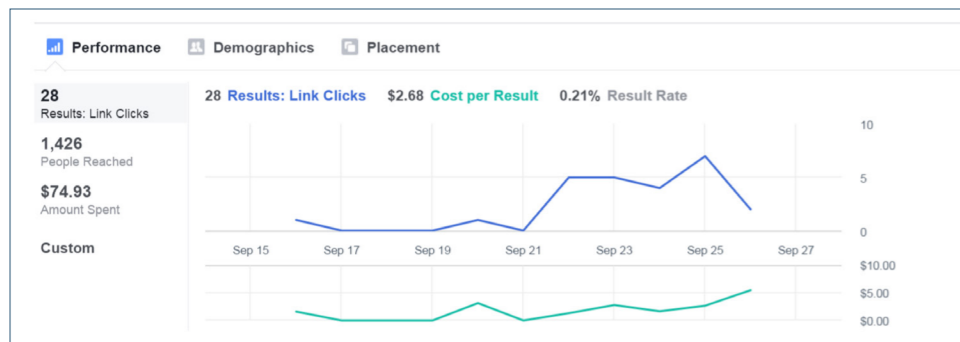
The screenshot shows the 'Page & Links' configuration for a Facebook ad. On the left, under 'Page & Links', there are options to connect a Facebook Page (DirectMail.com) or an Instagram account. Below that, the 'Destination' is set to 'Website URL' with the example 'http://www.example.com/page'. On the right, the 'Ad Previews' section shows the ad as it will appear on various placements: Facebook Feeds (Desktop), Facebook Feeds (Mobile), Facebook Right Column, Instagram, and Audience Network. The desktop preview shows a banner with the text 'WEBINAR' and the DirectMail.com logo.

## A/B Testing – Dynamic and Actionable!

Two side-by-side screenshots of Facebook ad posts. The left ad features a man in a suit and the headline 'Marketing Challenge – Only 20% of marketers truly know their customers!'. The right ad features a woman in a white blazer and the headline 'Why Waste Your Marketing Dollars?'. Both ads include a 'Learn More' button and a 'Boost Post' button. The left ad shows '1,290 people reached' and the right ad shows '1,273 people reached'.

7.

## Managing Your Ad and Reporting





**On behalf of all of us here at DirectMail.com, thank you for allowing us to provide insight into how your organization can accelerate the responsiveness of your mailing lists by linking them to Facebook!**

### About DirectMail.com

DirectMail.com, headquartered in metropolitan Washington, D.C., is an industry leader offering Agency and Creative Services, Analytics, Data Products and Technology, Digital Marketing, and Production services. For over 40 years, DirectMail.com's unique GeoInsight Engine and Intelligent Marketing Process have grown clients' market share by applying strategies proven to increase customer and donor acquisition and retention. Staffed by over 250 marketing and digital professionals, DirectMail.com's proprietary data, business intelligence technology and segmentation products fuel the marketing and CRM efforts of the nation's leading brands and fundraisers, consistently improving results and achieving a positive ROI. For more information about DirectMail.com, please visit us at [DirectMail.com](http://DirectMail.com), or call 1-888-690-2252.

**For more than 40 years, DirectMail.com has helped clients develop impactful, multi-channel, data-driven campaigns with pin-point accuracy.**



For more information contact:  
Price Anderson or Mike Savage

