

Marketing solutions for

FINANCIAL SERVICES AND INSURANCE PROFESSIONALS



INSIDE

How to win and retain clients and grow your book of business





INSIDE

- 3 A message from our CEO**
Our mission: to help you move forward and build your business.
- 4 Challenges facing your industry today**
Building your book of business in the post-disruption era.
- 6 The power of physical**
How direct mail can help move your business forward.
- 8 Success story**
How Grants International is using direct mail.
- 9 Getting started with direct mail**
Targeting services and Canada Post partners that help you connect with your best prospects.
- 14 Your direct mail design checklist**
Tips that can help you make direct mail work for you.

A MESSAGE FROM OUR CEO



“Our goal is to provide you with the actionable insight you need to thrive in today’s recovering and competitive environment. Our mission: to help you move forward and build your business.”

– Doug Ettinger, President and CEO, Canada Post

At Canada Post we are committed to supporting the growth of Canadian business. We know you’re anxious to move your practice forward after the recent and unprecedented setbacks to markets and the economy. We know you’re looking for new clients while working to retain the ones you already have. And we know you’re doing all that while facing increasing competition.

Marketing will be key. But with so many options in marketing today, it’s hard to know what approach will deliver the best return on investment. How do you connect with new customers? How do you reach and retain clients?

We believe that direct mail – what we call Canada Post SmartMail Marketing™ – is the best choice for financial and insurance professionals like you. That’s why we created this important resource about how direct mail can help you overcome the challenges and take advantage of the opportunities you’re facing right now. We’ll show you how you can reach today’s most valuable demographic cohorts with our powerful targeting tools and resources. And we’ll show you how you can use direct mail to build relationships with, and retain, existing customers.

Our goal is to provide you with the actionable insight you need to thrive in today’s recovering and competitive environment. Our mission: to help you move forward and build your business.

A handwritten signature in black ink, appearing to read "D. Ettinger". The signature is fluid and cursive.



Challenges facing financial services and insurance professionals today

The recent shock to world markets and economies impacted financial and insurance professionals and their clients in unprecedented ways. As the world works through the recovery phase, marketing will be a key to rebuilding your business – and the trust of your clients. You need to be savvy in order to win in this new landscape – and it all starts with better understanding it.

Here are 5 challenges facing financial services and insurance professionals today

1 Disruption

Recent events have caused unparalleled disruptions in the marketplace, impacting your business and your clients as never before. Clients will be focused on making decisions based on value and return. At the same time, transparent and highly competitive commission structures, disruptive technologies like robo-advisors and online do-it-yourself insurance and mortgage options continue to expand their presence. Once the norm, personal relationships and face-to-face contact are being challenged as a way of doing business as never before.

2 Appealing to various demographics

The new segments driving today's market bring unique expectations and needs. Millennials research their options for financial services and insurance online before making purchase decisions. Increasing numbers of newcomers are also having an impact, with many bringing significant wealth and financing new homes. Not to mention the massive boomer cohort working its way toward and into retirement and estate planning.

3 Increased competition

As the economy recovers, there is increased competition—not only from the aforementioned disruptors, but also from other advisors, agents and brokers like you. At last count, there were approximately 19,000 financial advisors¹ active in Canada, 38,000 insurance brokers² and about 20,000 mortgage agents or brokers.³ Winning new clients, and retaining the ones you have, is the lifeblood of your business. You'll need smart strategies to keep them flowing in your direction rather than to your competitors.

4 Multiple marketing channels

Connecting with prospects and clients has never been more important. It's also never been more complex. Will investing in digital and social channels deliver profitable returns? What's the best way to reach the kind of prospects that can move your business forward? And, once you've won a new client, what's the best way to build your relationship with them and retain their business?

5 More to do, less time and money to do it with

Today's financial services and insurance professionals operate in an evolving and, at times, volatile environment. Every dollar spent affects the bottom line. The solutions for acquiring and retaining clients need to cut through the daily clutter and work.

The good news

Yes, you're facing challenges and challenging times. But keep reading! In this resource, we'll show you how direct mail can be used, targeted and integrated with other marketing channels to help you better connect with prospects and clients that are vital to you and your bottom line.

1. The Financial Planners Standards Council, EPCanada.ca 2. Insurance Brokers Association of Canada, ibac.ca 3. McLister, Robert. "Mortgage Broker Headcount" in Mortgage Broker News. Canadian Mortgage Trends, August 2010. Read online in May 2020 at <https://www.canadianmortgagetrends.com/2010/08/mortgage-broker-headcount/>.

THE POWER OF PHYSICAL

How direct mail can boost your business

When it comes to marketing financial services and insurance, direct mail is unlike any other marketing channel. It cuts through the advertising clutter and gives you what you need most – results. That’s why even in this digital age and changed world, it remains the go-to channel of leading financial planners, mortgage and insurance brokers. Realizing results from direct mail rests on your ability to define your best prospects and use the approach most aligned with your objectives.

BUILD AWARENESS AND RECOGNITION

The numbers: Research shows that when direct mail is part of your marketing mix, you will drive 39% more attention, 10% higher brand recall, and 5% greater emotional response.

The insight: Getting your name and brand noticed and remembered is table stakes for your business, and direct mail is the key tool for making that happen. Professionals like you use direct mail to ensure potential clients have a physical reminder of who they can turn to when it’s time to invest, secure a mortgage, or purchase insurance.

The tip: Don’t forget to include a recent, high quality photo of yourself to start building a feeling of familiarity. The Canada Post’s Neighbourhood Mail™ solution can be used to ensure that your name gets into the hands of every home and apartment – that meets your demographic criteria – in your selected area.

WIN NEW CLIENTS

The numbers: 79% of Canadians save direct mail received in their mailbox, while 34% of Canadians always or sometimes display advertising mail of interest to them in their homes.

The insight: Simply put, getting clients to retain your services is the lifeblood of your business. Direct mail helps you do this by physically putting your brand into your prospects’ hands and into their homes, where their investment decisions are made. Because it lingers in the home, your direct mail item will continue to work for you until your prospects are ready to reach out.

The tip: Be sure to include a strong call to action so prospects know what you want them to do.





BUILD RELATIONSHIPS AND TRUST

The numbers: 57% of consumers feel more valued when brands contact them through mail.

The insight: Buying insurance, financing a home and making and managing investments are some of the most important transactions of your clients' lives. Now, more than ever, trust is critical as is minimizing perceived risk. You can build trust by reinforcing your experience and featuring your successes and your approach to their finances.

The tip: The quality of your direct mail item reflects the quality of service you hope to provide, so make sure your pieces look professional. It's all about credibility. Personalized Mail™ is a great way to make the most of your inhouse data by targeting existing clients in different ways based on their relationship with you.

PROMOTE YOUR WEBSITE

The numbers: 64% of consumers visited a website after receiving direct mail¹ and 54% engaged with social media after receiving direct mail.²

The insight: Consumers, especially younger cohorts like millennials, prefer to research online before making investment and purchase decisions. You've invested in a website and probably a social media presence as ways to extend your brand and demonstrate your knowledge and credibility. Direct mail is a proven way to create top-of-mind awareness and drive prospects to your website.

The tip: Use direct mail to encourage website visits for more information.



Integrate your mix

Did you know that, compared with single-media digital campaigns, integrated direct mail and digital campaigns elicit significantly more attention?

It's true. People spend 186% more time with integrated direct mail and display campaigns than display-only campaigns – that's 40 seconds vs. 14 seconds. The trick to successfully integrating your mix is to ensure items online have the same look, feel and tone as the items you send in the mail.

1. Swiss Post. *Comprehensive Mail Study*, 2014.
2. Royal Mail MarketReach. *The Private Life of Mail*, 2015.

Grants International boosts social media reach via direct mail

Sending personalized informative mail to seniors allows Grants International to drive significant click-through rates on Facebook® ads.

AN ENVELOPE FILLED WITH OPPORTUNITY

Grants International provides the knowledge and dedication that helps thousands of seniors and those with disabilities to get tax credits which may improve their quality of life. The first step, however, is making sure they are aware of the opportunity to apply.

Though Grants International was using Facebook ads to reach those who might qualify for its services, the organization wanted to reduce the loss of potential leads on its website. That's why Grants International rented a Canada Post list targeting affluent seniors 55 and older and sent out Personalized Mail to 280,000 unique households. The direct mail included a business reply card, a letter and a page from *Maclean's* magazine describing its services.

A MESSAGE YOU REMEMBER

"We knew direct mail could only bring synergy to what we were doing on Facebook," says Jake Blumes, Marketing Specialist at Grants International, "but we were surprised: we thought we might get more leads

from direct mail because customers may have seen our Facebook ads first. Instead, we believe they saw our direct mail and got more engaged with our Facebook ads as a result."

Grants International saw click-through rates grow from 1.76 per cent in July, before the direct mail packages were sent, to 2.52 per cent in September.

The results reflect what Canada Post learned through a neuromarketing research that proved integrated direct mail and digital campaigns work better together, generating 39 per cent more attention than using digital alone.¹ Another study showed 64 per cent of people visited a website in response to direct mail.²

SEEING IS BELIEVING

Grants International is now looking at making its direct mail even more powerful by showing photographs of a scooter, a stair lift or other items Canadians could get through disability tax credits and refunds.

"People often use the money to buy expensive devices, and an image helps make it real to them," says Blumes. "The advertising we do is not for



BETTER TOGETHER

43% higher click-through rate when adding direct mail to Facebook ads

brand awareness but direct response, which means you need to have clear call to action so people know what to do next." And when it comes to motivation, direct mail has the advantage.³

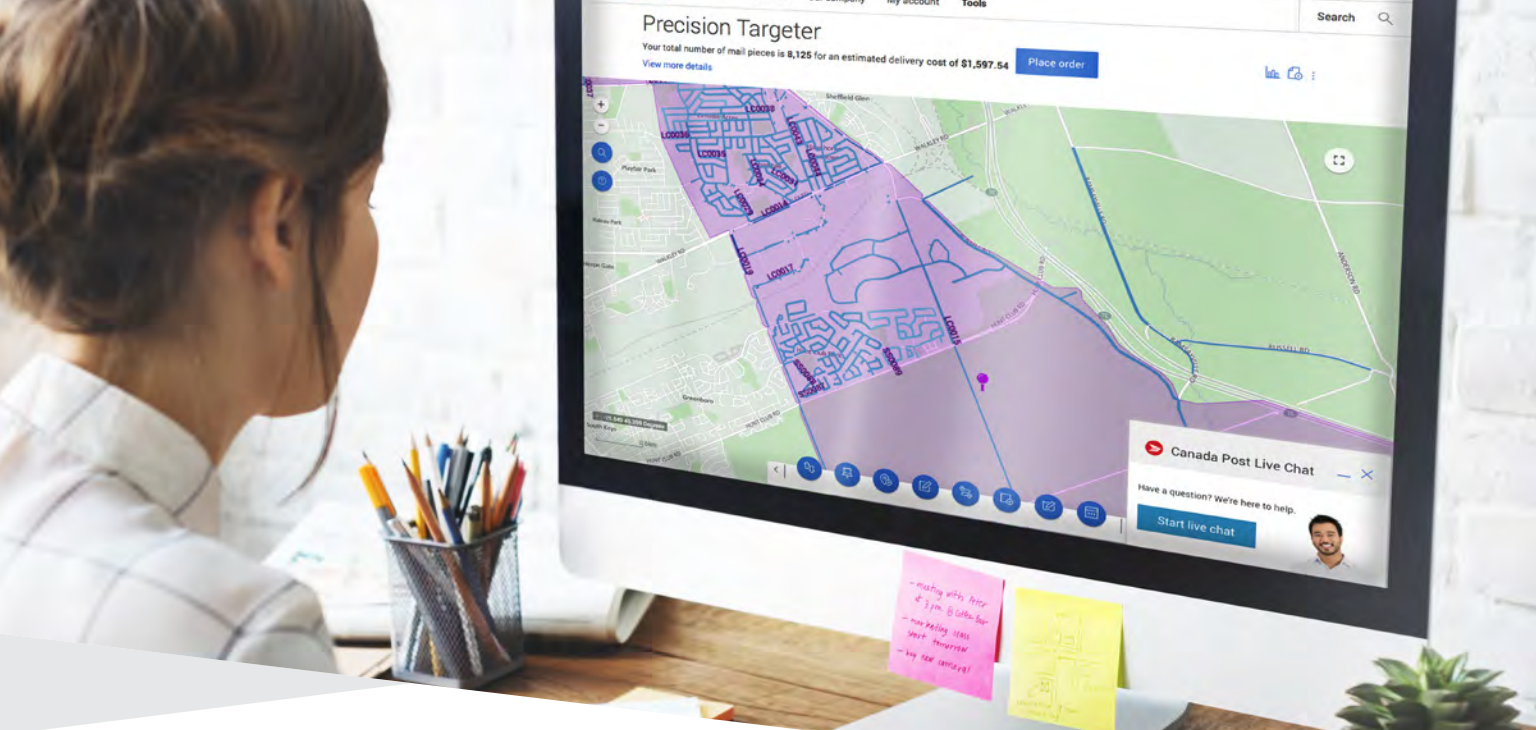
To learn more about integrating direct mail to your digital campaigns, visit canadapost.ca/getconnected.

1. Canada Post and Ipsos. *Connecting for Action*, 2016.
2. Swiss Post. *Comprehensive Mail Study*, 2014.
3. Canada Post. *A Bias for Action*, 2015.
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Getting started with direct mail

Determining who to target is critical to the success of your campaign and Canada Post offers options on how to approach this important step: you can do it yourself with Canada Post's online tools, or for more complex targeting, you can work with a Canada Post Data Advisor. If you need support with more than targeting, one of our expert partners can help you from start to finish.



CANADA POST'S PRECISION TARGETER™

Finding the people that you most want to target is a critical success factor for you. We can help you achieve this goal, thanks to our free and easy-to-use turnkey solution, Precision Targeter. It helps you home in on prospects with the most potential to become customers. With its interactive maps and rich demographic data such as age, income, education and marital status, Precision Targeter can filter searches based on 14 demographic categories so that campaigns are more likely to resonate with the kind of prospects that make the most sense for your business.

TARGETING BY DEMOGRAPHICS WITH PRECISION TARGETER

MILLENNIALS

Within the first 15 years of entering the workforce, Canadians tend to transition to new life stages, including getting married, having a family and purchasing a home. They're also entering into that stage where they face insurance needs for the first time, and start to think about investments for the longer term. To target these up-and-comers with Precision Targeter, you could select these filters:

Age range: 20-37

Household income: \$80,000+

Marital status: Married,
common law



TARGETING BY DEMOGRAPHICS WITH PRECISION TARGETER

GENX

As Canadians advance through their 40s and 50s, they enter their peak career and earning years. They often move up to larger homes and start investing with an eye toward retirement. They may even begin thinking about estate planning. To target these high net worth individuals with Precision Targeter, you could select these filters:

Age range: 45-60

Household income: \$200,000+

Marital status: Married

BOOMERS

The boomer cohort is flooding into retirement and starting to live on their investments. They need a strategy for that while revisiting estate planning. To target these often high net worth individuals with Precision Targeter, you could select these filters:

Age range: 60+

Household income: \$100,000+

Marital status: Married



To find new customers you have to be able to define who you are looking for. Ask yourself:

- What are the demographics of my best clients (age, income, education level)?
- Are my clients clustered in specific geographical areas?
- How might pain points influence their buying habits?
- Are there any life stage and/or lifestyle traits that they have in common?

Learn more about Precision Targeter at canadapost.ca/precisiontargeter.

MORE WAYS TO TARGET YOUR BEST PROSPECTS

“Postal Code Targeting is a really cost-effective way for organizations to reach a specific audience with a specific message.”

– Steinbach Credit Union

CANADA POST DATA ADVISORS

A Canada Post Data Advisor can help you optimize your campaign by using Postal Code Targeting to reach prospects in neighbourhoods where your current clients live. As the saying goes, birds of a feather flock together. Our Data Advisors can also provide you with access to mailing lists of individuals matching your ideal prospect who you can reach directly via Personalized Mail.

CANADA POST'S SMARTMAIL MARKETING PARTNER™ PROGRAM

Want to get serious about your targeting and direct mail game? Canada Post is connected with more than 250 partners across the country who are direct mail marketing experts. Use partners for a variety of reasons:

- to develop creative that drives consumer attention, emotional engagement and brand recall;
- to better integrate your marketing mix across channels;
- to ensure your mailings meet all print and processing requirements.

In addition, you can enhance targeting and campaign integration through a designated Smartmail Marketing Expert Partner™.

To connect with our expert partners and local partners, visit canadapost.ca/directory or see the list on the following page.



Smartmail Marketing
Partner






Your direct mail design checklist

To optimize your direct mail for results, make sure it has these features:

- ✓ **A strong call to action:** Whether it's to attend a webinar or for a free consultation, make sure your call to action is specific, easy to understand and easy to find.
- ✓ **Clear and concise text:** Don't overload the page with too much copy, it's a turn-off.
- ✓ **Simple design:** Avoid cluttering the page – that makes it harder to digest your message.
- ✓ **Action-oriented words:** Use clear and concise language to motivate your audience.
- ✓ **Eye-catching visuals:** Use high-contrast imagery and bright colours – it can make your piece stand out.
- ✓ **High quality:** Use high-res images, good paper stock and a reputable printer. Proofread your copy. This will strengthen your trust factor.

Learn more about how to create direct mail that works
in our new *Essential Guide to Direct Mail: Everything You've Ever Wanted to Ask*.
canadapost.ca/guidetodirectmail



BUILD YOUR BOOK OF BUSINESS WITH CANADA POST

To learn more about integrating direct mail into your marketing mix, visit canadapost.ca/betterresults, connect with your Sales Representative or call our Commercial Service Network at **1-866-757-5480**.



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