

A photograph of Mark Zuckerberg speaking at a conference. He is wearing a grey t-shirt and has his hands clasped in front of him. The background is a solid blue color with the word "face" in large, white, lowercase letters. The text is partially cut off on the right side.

face

Rapid Press, Inc.

3 Ways to Connect Direct Mail With Facebook to Increase Leads

Your step-by-step guide.

3 Ways to Connect Direct Mail With Facebook to Increase Leads

If you think Direct Mail and Facebook can't be used in tandem because your target audience doesn't use Facebook, I'm afraid you're seriously mistaken.

Like "*you-may-need-to-have-your-head-examined*" kind of mistaken.

With over 1.65 billion users -- 1.09 billion which are active daily -- your target market (regardless of whether you consider yourself B2B or B2C) is on Facebook.

The only objection you can throw holding any legitimacy for me is how you *find* them through Facebook's targeting options -- and how you can wisely weave Facebook into your existing strategy (especially if you're using direct mail).

If you've never considered tapping into Facebook's power to create more leads from your direct mail, here are (at least) three ways you can tap into the network's power to dramatically alter your results.

Let's walk through each, but before we do, let's get an overview of the Facebook Ad platform.

There's a lot more to Facebook than pictures of lunch and babies.

If you're already familiar with the platform's advertising capabilities, you can jump to "[#1: Retarget Direct Mail "Bouncers" on Facebook to Drive More Leads.](#)"

The Facebook Ad Platform

When you run a Facebook Ad, you can set your target audience by age, location, interests and more. These settings tell Facebook the type of people you want to reach with your ads.

Just like you, other people use Facebook to see what's new with their friends, family and causes they care about. When you advertise, your ads show up alongside these stories -- often appearing very organic to other posts in the newsfeed -- on both desktop and mobile.

Here's an example of an ad that provides viewers with a link to an informative blog post:

The screenshot shows a Facebook newsfeed with a sponsored advertisement from MindFire Marketing Automation. The ad text reads: "Where is print headed? If your business is dependent on print in any way, this post is a must-read to help you decipher: 1) How much growth the US market had in 2015 (... and which country will overtake the US this year) 2) Where more than half of print revenues will come from by 2017... See More". Below the text are two images: one of the US Capitol building with the headline "What Lies Ahead for Print in the United States: Forecasts, Opportunities, and Response Rates" and another showing a stack of money with "2.6% profit margin All Printers" and "10.3% profit margin Those in the top 25 On par with pre-". To the right of the ad is a sidebar with a woman holding a tablet, a laptop, and a smartphone, with text: "Get your FREE, customized profile today! Why Waste Your Marketing Dollars? Get actionable insights to fuel your next m... www.directmail.com Utilize information in this profile to target new, ideal customers and grow your business." Below the sidebar is a section titled "7 Step Email Formula For Generating MOR... followupmachine.com The average adult receives 147 emails a day! What are you doing to stand out in the inbox?..." and a language selection menu with options for English (US), Español, Português (Brasil), Français (France), and Deutsch. At the bottom of the ad are icons for Like, Comment, Share, and Buffer.

You're probably wondering, "*How much does this cost?*"

When you run an ad, you're taking part in an ad auction. This means you choose a budget for your ad (it can be as little as \$5 p/day), which is the total amount you want to spend. Then you choose a bid—the amount you're willing to pay to have customers see your ad and click it or take some other action. And that's it!

With that background, let's take a look at how you can use Facebook Ads with

direct mail.

#1: Retarget Direct Mail "Bouncers" on Facebook to Drive More Leads

If you're currently sending direct mail, chances are you're incorporating a Personalized URL to track response -- or at the least, using a Generic URL like your corporate website to track responses and create leads.

When respondents visit their Personalized URL or Generic URL landing page, many do not convert in one sitting (meaning, they don't fill out your data capture form).

Take a look at your data, and get a feel for your conversion rate. I'm willing to bet that in most cases, the majority of respondents do not convert -- they "bounce". This is perfectly natural.

Those that bounce represent a lucrative opportunity for any direct response marketer, especially one keen enough to incorporate Facebook into their remarketing mix.

Here's how it works:

1. Facebook provides a snippet of HTML that can be inserted into your PURL, GURL, or corporate website.
2. After this snippet is inserted into your website, you can create a business rule that tells Facebook to build an audience for you of people who have visited the web page, but did not convert. Let's call those people "Bouncers".
3. Now, you can place a very targeted ad in front of the Bouncers, and drive them back to your landing page.

Confused? Let's play this out, and see how it works in real-life.

Imagine that John received your direct mail piece, and intrigued, he visits his PURL on his Macbook Pro. Unfortunately, the phone rings and he is interrupted.

After a long conversation with grandma, he completely forgets about your company's offer.

Later that night, as John sinks into bed after a long weary day, he pulls out his iPhone to catch up with everyone on Facebook (just like the 100+ million Americans that jump on Facebook nightly). After a few seconds of scrolling, John sees a post from your company in his newsfeed, and is immediately reminded of his

earlier experience.

Now having a moment to breathe, he decides to click the post, review the landing page, and take you up on your offer.

That's the power of retargeting -- and it works in any B2B or B2C scenario where direct mail drives response to the web.

How It's Done

Your web developer, marketing manager, or other web-friendly person can help you with this. The process is simple. As you can see in the snapshot below, Facebook makes a code snippet available for you to insert into every page of your website. The snippet looks like the one below, and is simply pasted between the two <head> tags on your website.

Add Pixel Code (Required)

Copy the code below and paste it between the <head> and </head> in your website code. The pixel will track visits to every page of your website. [Get help installing your pixel.](#)

```
<!-- Facebook Pixel Code -->
<script>
!function(f,b,e,v,n,t,s){if(f.fbq)return;n=f.fbq=function(){n.callMethod?
n.callMethod.apply(n,arguments):n.queue.push(arguments)};if(!f._fbq)f._fbq=n;
n.push=n;n.loaded=!0;n.version='2.0';n.queue=[];t=b.createElement(e);t.async=!0;
t.src=v;s=b.getElementsByTagName(e)[0];s.parentNode.insertBefore(t,s)}(window,
document,'script','https://connect.facebook.net/en_US/fbevents.js');
```

Once the snippet is inserted, there's nothing else to do except configure your rules within Facebook. The interface to do this looks like the one below. Using the option for "People visiting specific web pages but no others," you can create a rule that targets people who visited the first page of your microsite, but did not submit the page to continue (your bouncers).

Create Audience

Pixel ? ● **MindFire Facebook Pixel**
Pixel ID: [REDACTED]

Website Traffic ? **Anyone who visits your website** ▼

- ✓ **Anyone who visits your website**
- People who visit specific web pages
- People visiting specific web pages but not others
- People who haven't visited in a certain amount of time
- Custom Combination

In the Last ? [REDACTED] **Days (optional)** ? **Browse**

Audience Name
[Add a description](#)

#2: Deploy Facebook "Social Air Cover" to Direct Mail Recipients

One (excuse) we hear all the time is that Facebook is only good for B2C marketing.

If you're a B2B marketer and your competitors think that, you're in luck, because you'll be able to take advantage of this weakness in their thinking.

Imagine for a moment you're a B2B marketer, and you're using an account-based targeting strategy to penetrate a number of selected accounts. As you work to infiltrate the list of targeted accounts, you select a number of key contacts to send a high-value direct mail piece to.

So far, so good. Nothing out of the ordinary.

However: Since buying decisions are rarely made in isolation, you may find it to your benefit to build a positive impression of your company in front of other key decision makers within each company.

Here's where things get interesting ... using Facebook, you can target all employees of each targeted company, and begin to display posts and other content to create a halo effect around your key contact in the organization.

This means that in addition to your targeted contact receiving a direct mail piece, others around that person will also begin to become aware of your brand. By

leveraging the big data Facebook has on its users, you're able to gain exposure and build your brand very cost effectively.

How It's Done

A complete Facebook Ads training is beyond the scope of this post, but here are the essentials for configuring air cover.

Below is a snapshot of the "Audiences" portion of the Facebook Ad platform. This is where you can define your target audience. Here's what's important to notice:

- **Detailed Targeting.** This is where you can including people who match certain employers (assuming you know where to look). In the example below, we're targeting everyone at Microsoft.
- **Potential Reach.** This represents the total number of people Facebook can find that match your select criteria -- in this case, people working at Microsoft.
- **Estimated Daily Reach.** Let's focus on the "1,200 - 3,200 people on Facebook" portion. This means that based on your budget (defined on another screen), Facebook expects your ad will be seen by 1,200 to 3,200 people. On a daily basis, Facebook sees 42,000 people (out of the total 69,000) -- which means that if you want to hit more of them, you can increase your budget and bid.

With these data in hand, you can create super-targeted air cover to supplement your direct mail, effectively warming up the organization and/or recipients to your message and offer. Extremely powerful.

Audience

Define who you want to see your ads. [Learn more.](#)

NEW AUDIENCE ▾

Custom Audiences ⓘ Choose a Custom Audience | Browse
Create New Custom Audience...

Locations ⓘ Everyone in this location ▾
United States
United States
Include ▾ | Add locations
Add Bulk Locations...

Age ⓘ 18 ▾ - 65+ ▾

Gender ⓘ All Men Women

Languages ⓘ Enter a language...

Detailed Targeting ⓘ INCLUDE people who match at least ONE of the following ⓘ

Demographics > Work > Employers
Microsoft
Add demographics, interests or behaviors | Suggestions | Browse

Exclude People or Narrow Audience

Audience Definition

Your audience selection is fairly broad.

Specific Broad

Audience Details:

- Location:
 - United States
- Age:
 - 18 - 65+
- Placements:
 - on pages: News Feed on desktop computers, News Feed on mobile devices, Right column on desktop computers, Third-party Apps and Websites on mobile devices or Instagram Feed
- People Who Match:
 - Employers: Microsoft

Potential Reach: 69,000 people

Estimated Daily Reach

Facebook 1,200 - 3,200 people on Facebook (of 42,000 ⓘ)

Instagram 1,700 - 4,400 people on Instagram (of 7,800 ⓘ)

This is only an estimate. Numbers shown are based on the average performance of ads targeted to your selected audience.

#3: Create Lookalike Audiences Just Like Your Best Customers

Speaking of big data, Facebook makes it insanely easy to take your direct mail list, database of customers, or any other select group of key accounts, and find the 1% of all Americans that look most like your seed group.

Imagine that you have a list of your top 1,000 clients, and want to find more people like them. Upload them to Facebook, and it will create a list of approximately 2 million American that are most like your top Clients.

In addition to creating a Lookalike Audience from data you already have on-hand, Facebook can do the same from visitors your website or Page fans.

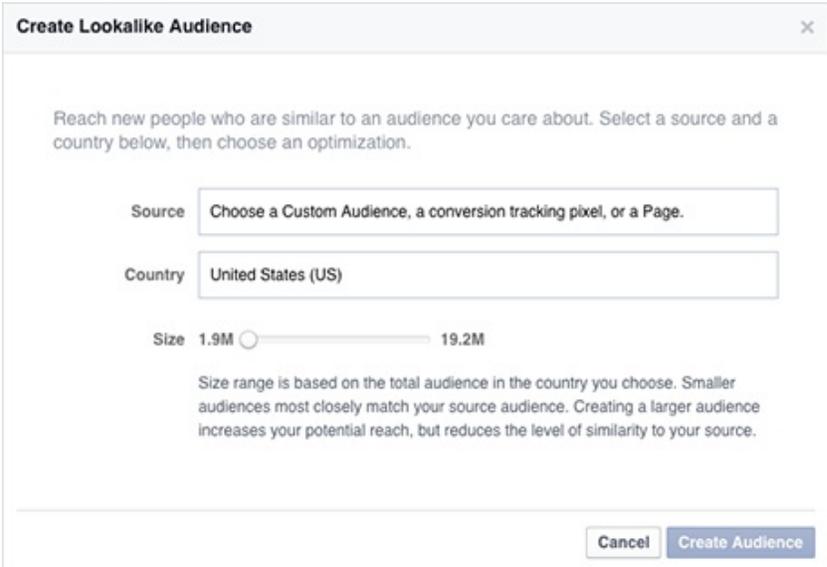
How It's Done

Lookalike Audiences are created based on traits from one of the following

sources:

- **Custom Audiences.** Facebook allows you to upload a list of existing customers, and then use Lookalike Audiences to find people that resemble your customers.
- **Website visitors.** Remember the Facebook pixels we mentioned above? Once it is installed on your site, you can create a Lookalike Audience based on people who've visited certain pages.
- **Page fans.** Your fans can also comprise the basis of a Lookalike Audience.

When you create a Lookalike Audience, Facebook allows you to choose the size of your audience, like this:



The screenshot shows a dialog box titled "Create Lookalike Audience" with a close button (X) in the top right corner. Below the title is a descriptive text: "Reach new people who are similar to an audience you care about. Select a source and a country below, then choose an optimization." There are three main input fields: "Source" with a dropdown menu showing "Choose a Custom Audience, a conversion tracking pixel, or a Page.", "Country" with a dropdown menu showing "United States (US)", and "Size" with a slider ranging from "1.9M" to "19.2M". Below the slider is a note: "Size range is based on the total audience in the country you choose. Smaller audiences most closely match your source audience. Creating a larger audience increases your potential reach, but reduces the level of similarity to your source." At the bottom right, there are two buttons: "Cancel" and "Create Audience".

A smaller audience has more similarities with your source group, whereas a larger audience will be less precise, but gives you more reach. Facebook requires a minimum of 100 people in your seed list, which if you are doing direct mail is likely not that difficult, meaning it is easy to find more people who look like your best respondents, leads, etc.

So What?

If you're a marketer using direct mail to generate leads, and you're not considering how Facebook can make your investment return better results, you're leaving the door open for your competition to figure this out first. Don't let this happen.

If you're a service provider, like a printer, agency, or other direct marketing company, you should be thinking about how you can incorporate these techniques into your customer campaigns. At the very least, bring them these ideas and see if

My Notes & Action Items

Ready to get started? Make yourself some next-steps notes and actions here.

Want to Connect Your Direct Mail With Facebook?

To continue the conversation and see how these techniques will work for your business, call (850) 893-7346 or email Lourdes Madsen at lourdes@rapidpress.com.

We love all things marketing!

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