

MAJORITY
STRATEGIES



MAIL
MATTERS

MAIL IS Physical.

People respond to **touch**.

Think about the birthday card you receive versus the email. Which meant more?

Mail is the physical medium of the campaign that swiftly and effectively bridges the gap between the candidate and the voter.



Direct mail is **7x** more effective than all digital mediums combined, including mobile, Internet display, social media, email and paid search¹

MAIL IS Personal.

Technology has changed advertising, but people haven't changed.

Mail is a part of our daily lives.

Think about your daily routine. You come home, you bring in the mail, and you put it in a dedicated space, right?

Is it in a spot where everyone in the house sees it?

How long does it stay there?

People hold mail, sort mail, and talk about mail. It is a lasting presence.

Mail moves through households, impacting more than just one individual. It's passed around, talked about, displayed and kept.



bring in their mail the day of delivery 72% of those people bring in their mail ASAP²

MAIL IS Trusted.

People trust mail and feel valued when they receive it.

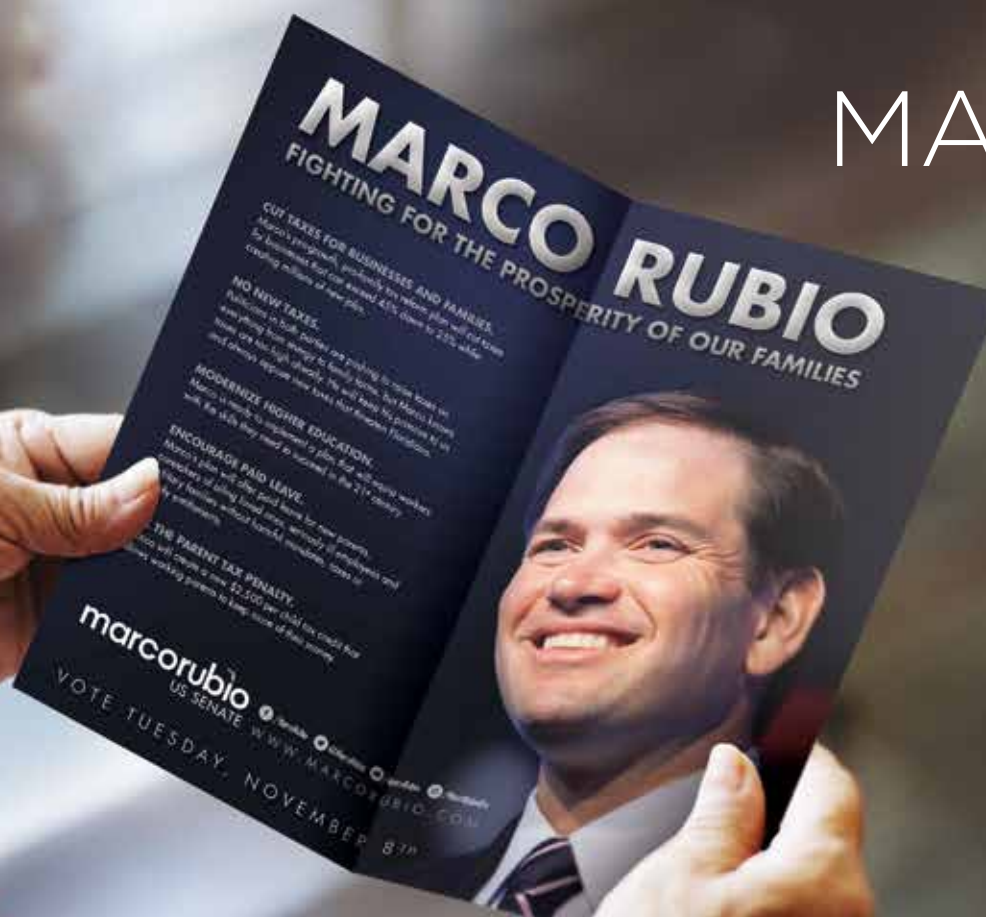
Mail opens up a two-way relationship with voters that is more genuine than digital, phones, and TV.

People connect with mail - it's physical, lasting, and personal.



56% find print to be the most trustworthy type of marketing³

MAIL IS Emotional.



Mail creates strong emotional connections and reactions between voters and campaigns.

We've all heard about voters putting a candidate's mail piece with their family photo on their fridge.

Mail can touch a voter and leave them with something they want to keep - a truly lasting impression in their hearts, minds and homes.



People spend **30 minutes** reading their mail on average⁴

45
MINUTES
MAGAZINES

30
MINUTES
CATALOGS

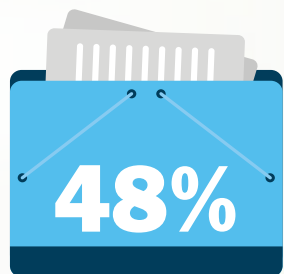
25
MINUTES
DIRECT MAIL

MAIL IS Remembered.

Mail makes a lasting impact and lives a long life after delivery.

People keep mail they find useful, and mail has a higher engagement rate than email or TV.

Mail can be integrated and connected to your online presence and support every other aspect of your campaign.



keep direct mail
for future reference⁵



WE PLAY TO
WIN.



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