

RETAILER USES DIRECT MAIL TO GAIN MARKET SHARE

Nature's Emporium successfully promotes new store opening with Canada Post Neighbourhood Mail™ postcard



70% of consumers are curious to find out what's in their mailbox, and 47% visit a store in response to direct mail¹



The mailbox: the key to penetrate a new market

Prior to opening its newest natural and organic health food market in Burlington, Ont. earlier this year, Nature's Emporium knew it was venturing into new territory – literally. The new location was more than an hour's drive from its home base in Newmarket and other nearby store in Vaughan. The company faced a challenge: to successfully generate awareness of its new location well outside its area of current established market.

After years of relying on traditional flyers and word of mouth, Nature's Emporium decided to try Neighbourhood Mail™ for the first time.

"We felt that direct mail would offer a really good opportunity to get in front of everybody rather than just hoping we'd be found among flyers," says Ryan Dennis, Nature Emporium's Director of Communications. So the company worked with Canada Post to mail approximately 50,000 introductory postcards to households in the Burlington area to advertise the new location. The colourful two-sided mailing featured two incentive calls to action: a \$5 in-store coupon and an online contest offer to win a \$250 gift card.

See how you can reach every mailbox in a specific neighbourhood at canadapost.ca/smartmailmarketing.

Impressive results to build on for future gains

"The results were great," says Dennis. "We saw a 3% conversion rate for the coupon which we were very happy with. And almost 2% of those who'd received the mailing ended up entering the contest." Just as impressive, nearly 15% of store sales at the Burlington store were a direct result of the coupon incentive during the two-week campaign. There was also a strong surge in coupon redemptions toward the end of the two weeks. That meant people had held on to the postcard for later use and the offer had been noticed and read.

For Nature's Emporium, there's no looking back. "It's proven that direct mail can work for us and it's now an integral part of our marketing mix," says Dennis. The company is now eager to fine tune and test other direct mail initiatives going forward, to provide it with further insights into its customers.

Two-week-only direct mail campaign in new neighbourhood

- 1,500 new customers in store
- Average purchase value maintained
- Nearly 1,000 online contest participants

¹ Canada Post. *Breaking through the noise*. June 2015

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