



# SocialMatch

Match Facebook and Instagram accounts to the mailing list to deliver social ads to feeds before, during, and after the mailer hits.



## Brand Awareness

By combining the reach of social media ads with the tangible nature of direct mail, marketers can increase their brand awareness and visibility. The social media is used as a warm up, the direct mail piece grabs the recipient's attention and encourages them to take action, while the social media ads serve as a reminder and reinforces the message.



## Increased Results

Coordinating social media and direct mail increases the response rate, website visits, and leads by providing multiple touchpoints. This increases the likelihood that the recipient will remember the message and take action.