

BEST PRACTICES FOR GEARING UP FOR BACK TO SCHOOL



As the back-to-school shopping season approaches, many marketers turn to **Programmatic Direct Mail (PDM)** to bolster their campaigns. Here are our **top three tips** to score an A+ as you market to parents, kids, and others shopping for students this summer.



1 BALANCE RELEVANCE WITH FLEXIBILITY

PDM increases your window of opportunity for purchases made in the home. Assets sent now, like postcard advertisements, will remain prominently **placed on household counters and refrigerators for up to 17 days on average.**

That means you need to design a creative that is specific enough for the back-to-school season and flexible enough to fit the needs of different shoppers with different needs and purchase patterns. For instance, imagery like a bright yellow school bus can draw the eye, and multiple offers with multiple ways to redeem them can appeal to shoppers with varying budgets.

These small touches ensure that PDM creative remains relevant throughout the season for families of various sizes, brand affinities, needs, and shopping behaviors.



2 KEEP THE KIDS IN MIND

Remember, you're not just targeting parents. Students also have a significant influence on back-to-school purchasing. After all, it's the era of influencers, right?

The LTK study showed that over three-quarters of Gen Z consumers will shop for back-to-school clothes. This generation harnesses \$360 billion in spending power in the US alone, but they won't spend this money on anything or with any brand.

Tamara Charm, a partner at McKinsey & Company, says that Gen Z digital natives put much time and consideration into their purchases, **"going between their phone, their apps, the website, the store and back, again and again...and being really intentional about that shopping."** And they dig authenticity.

"We only see consumer sentiment going up in importance around buying from companies who are authentic, buying from companies who are transparent, buying from companies who are responsible," says Charm.

Consider including imagery that emulates the images students see in person, such as actual kids their age showcasing various styles and personalities. This lends more authenticity than polished shots of obvious models.



3 EDUCATE WITH QR CODES

While kids often "want what they want," parents usually prioritize cost and value.

For instance, **your PDM piece can be a great validation and educational tool for in-market shoppers by linking QR codes to deals and offers.** After scanning the QR code, consumers can receive subsequent deals and offers based on their behaviors. Encourage shoppers to visit physical locations with an in-store special offer, even using the QR code to identify the nearest store upon scanning.



EMBRACE BACK TO SCHOOL WITH PDM

The back-to-school season brings together hope, anticipation, and huge market potential. With consumers eager to spend but looking for value, marketers have a prime opportunity to stand out. Partnering with PDM can help you build an A+ back-to-school marketing strategy. Head to our site to learn more about PebblePost's **acquisition** or **retention** services.