



# SPARK QUARTERLY

A NEWSLETTER FROM VARISPARK



## The State of Direct Mail in 2023? Pretty Bullish, and Here Are Some Interesting Statistics About the Potential of Direct Mail Marketing...

A recent report on the state of direct mail in 2023 found some eye-opening statistics about the effectiveness of this print communication channel, each of which is especially interesting, as the email marketing channel continues to clog and the sheer number of digital ads leaves customers feeling fatigued. Some of the more impressive metrics around direct mail in this report include:

- **64%** of consumers say direct mail has inspired them to action
- **80%** of consumers share direct mail with friends or family, particularly if pieces include a promotion or coupon
- **71%** of consumers say they read direct mail pieces the day they're received
- Nearly **60%** of consumers visit a brand's website immediately after reading a piece of direct mail
- **48%** of consumers say receiving direct mail makes them feel special, and **45%** feel direct mail is an important method of building relationships with companies

What's more, **only 13%** of consumers say they throw out direct mail pieces without reading them.

With an **average response rate of about 4%**, strategic, personalized direct mail can help companies effectively communicate with targeted audiences via a channel consumers trust and value. Plus, working with a strategic print partner that leverages a data-driven approach to direct mail campaigns can help you create high-ROI mailers that produce healthy response rates.

But this is just the beginning when it comes to creating [direct mail campaigns that are designed to succeed](#). Our decades of experience as a trusted print marketing services partner can help you create a personalized direct mail strategy that delivers high ROI and helps you achieve your sales goals.

TRY OUR DIRECT MAIL ROI CALCULATOR

Source: "2023 State of Direct Mail: Consumer Insights." <https://www.job.com/ebooks/2023-state-of-direct-mail-consumer-insights>. 2023.



## Print-on-Demand Technology Can Help You Create More Strategic Print Communications. But Did You Know POD Can Also Help You Achieve Your Sustainability Goals?

A recent report found that more than **70% of companies rank sustainability among their top priorities for the mid- and long-term future**. This journey toward a more eco-friendly business model will more than likely touch every aspect of how companies operate, and this could — even with the increased availability and quality of recyclable papers and inks — make organizations a little hesitant to embrace print communications.

However, the development and growth of digital print-on-demand (POD) technology — also known as on-demand print — can help companies print the same quality as traditional offset presses while also increasing the sustainability of their print communications through:

- **Reducing waste**
- **Incorporating more eco-friendly ink and paper**
- **Creating more targeted, strategic print that produces results**

There's more to how print-on-demand can help you meet your sustainability initiatives, and [our recent blog post](#) details just how POD can help you create more eco-conscious print materials.

READ MORE ABOUT SUSTAINABILITY AND PRINT-ON-DEMAND



## Varispark Core Values: Service

This year, we're using our newsletter to highlight Varispark's core values.

This quarter we want to talk about [service](#): what service means to us, how we strive to demonstrate service in how we conduct our business and interact with our customers, and how the people who make Varispark go exemplify service every step of the way.

At Varispark, service is about helping others — our customers and our fellow team members — discover the right path for getting to where they want to go. For our partners, that could mean guiding a strategic direct mail campaign that generates quality leads for an innovative new product or service. For our team, that could be teaching and mentorship to help colleagues grow and develop their skills.

In either instance, service is not a one-and-done proposition. For us, service is a daily part of the work we do in helping those we work with achieve their goals and accomplish things they never thought possible. Service is not a task on a to-do list; it's a mindset that pushes everyone at Varispark to learn and grow in the process of helping others to do the same.

But there's more. There's something deeper to what service means to us. With service, comes gratitude — a recognition that it is a privilege to serve others, and that we are thankful to be able to connect with people in this way. At Varispark, service is about how we can succeed. All of us. Together.

## Meet the People of Varispark

**Maggie Cano**

Project Coordinator



It's safe to say Maggie Cano knows Varispark inside and out. She started her career with us as a sorter and then quickly transitioned to one of our UV coaters. She followed that with a move to our cutting operations team, and then she took a role as part of our shipping and receiving department.

Currently, Maggie works as one of our project coordinators, and her breadth of experience with the value we provide as a strategic print partner — coupled with her passion for lifelong learning — makes Maggie an invaluable member of our team. Her commitment to service, both for our partners and her colleagues, exemplifies Varispark's dedication to partnership and collaboration.

Born in Michoacán, Mexico, Maggie has lived in the Dallas area for eight years. In her spare time, she enjoys reading, taking dance classes, and spending time with her family (three siblings, along with her mother, father, and grandmother).

We couldn't be more grateful to have Maggie as part of the Varispark family, and we look forward to many more years of watching her grow and succeed as part of our company.



We'd love to hear from you. Reply to this email with your questions and comments or [contact us](#).