



April 24, 2025

Here are some of the more interesting and important direct mail and marketing news and feature stories from around the web over the past month. We've included some of our own thought leadership articles, too. Enjoy.

Direct Mail Marketing: An Idea Book for Financial Services

PFL

This "Idea Book" showcases proven strategies that blend traditional direct mail's trustworthiness with modern marketing innovation. You'll discover how leading financial institutions are using direct mail to build lasting relationships; transform compliance requirements into competitive advantages; create seamless omnichannel experiences that drive engagement; and leverage data analytics for precision targeting and measurable results.

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Why Direct Mail Is Still the Most Trusted Marketing Channel in 2025

Printing Impressions

In a time when misinformation is everywhere and consumer skepticism is at an all-time high, trust has become marketing's most valuable currency. And for all the new tools and platforms marketers have adopted in the digital age, one channel consistently earns that trust more than any other: direct mail.

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Why Smart Marketers Are Returning to Direct Mail

Forbes

In the relentless pursuit of customer acquisition, digital channels often dominate the conversation. Yet, when fueled with the right data, a powerful, usually underestimated tool continues to deliver exceptional results: direct mail. While digital marketing offers undeniable advantages, direct mail's tangible nature allows businesses to cut through the digital noise and forge deeper connections with potential customers.

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The U.S. Postal Service: A Secret Weapon for Direct Mail Marketing

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In an era dominated by digital marketing, the U.S. Postal Service (USPS) remains a powerful ally for savvy marketers looking to stand out by taking advantage of all it has to offer. While many take it for granted, its innovative tools and services offer unique opportunities for businesses to create impactful direct mail campaigns. The USPS today is enabling marketers to leverage direct mail in ways that are more effective than ever.

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Direct Mail in 2025: Statistics and Tips for Success

Deep Sync

In 2025, overlooking the power of physical mail will be a costly mistake. Direct mail continues to drive high engagement, strong conversion rates, and lasting brand recall—making it a crucial tool for acquisition, awareness, and retention. That's why, even in today's digital landscape, direct mail should be a key piece of your marketing mix.
2025 will be the year of direct mail!

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10 Creative Direct Mail Marketing Campaigns That Captivate Audiences

WDM

On a quest to stay modern, traditional mail marketing has shifted towards more innovative and creative forms of direct mail marketing. In the fast-paced world of marketing, campaign direct mail has evolved into an innovative strategy that captures attention and drives engagement. Here are ten brilliant examples of unique direct mail marketing campaigns that effectively engage audiences and boost brand awareness.

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5 Ideas for Leveraging Direct Mail to Engage Patients Between Visits

PFL

Healthcare providers are increasingly recognizing the importance of staying connected with patients between visits. These intervals, often overlooked, present a golden opportunity to educate, inform, and engage patients while keeping the provider top of mind. Direct mail, with its tangible and personal nature, is uniquely positioned to fill this gap. By delivering personalized health education through direct mail, providers can build stronger relationships with their patients and foster better health outcomes.

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Top 5 Industries Set to Benefit From Direct Mail Marketing in 2025

PostalZoom

Direct mail continues to be a powerful marketing tool across a range of industries. From healthcare and financial services to nonprofits and retail, each industry finds different benefits in a well-crafted direct mail campaign. Here is a look at five sectors where direct mail consistently delivers strong results.

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