



August 27, 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.

The Power of Direct Mail: Engage. Personalize. Act

PFL

Physical mail that's personalized, targeted, and integrated is more relevant than ever. This e-book explores three core ways marketers can integrate direct mail into their digital strategy: the Power of Engagement, the Power of Personalization, and the Power of Action.

[READ MORE](#)

Direct Mail Calendar 2025: Best Dates for Seasonal Campaigns

Direct Mail Systems

A month-by-month schedule from to help marketers to identify optimal mailing times for Halloween, Black Friday, and Christmas. The article emphasizes starting plans six to eight weeks in advance, personalizing offers, and includes tips for avoiding postal disruptions and maximizing engagement throughout Q4.

Note: See, as also, [PFL's "2025 Holiday Campaign Planning Checklist"](#)

[READ MORE](#)

Direct Mail's \$37.3B Resurgence: Selling Value Over Volume in 2025

WhatTheyThink

The direct mail marketing industry is redefining its value proposition for 2025, shifting from traditional volume-based metrics to a new value equation centered on data-driven personalization, omnichannel integration, process automation, multi-touch attribution...and the judicious application of AI.

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10 Essential Holiday Marketing Tips for 2025

Omnisend

A fast-reading guide that targets actionable, creative ways to boost holiday sales—such as curating gift guides, using strong subject lines for Black Friday, personalizing offers, segmenting audiences, and offering free shipping as a holiday incentive.

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Use Direct Mail to Nurture Client Relationships Across the Customer Lifecycle

PFL

In the relationship-driven world of financial services, trust and credibility are the foundation of every successful client interaction. While digital marketing channels are essential for reach and efficiency, direct mail remains a powerful tool for building and nurturing client relationships throughout the entire customer lifecycle.

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It's a Gift: How to Add Direct Mail to Holiday Campaigns

PFL Virtual Event Replay

Watch this discussion that explores proven tactics, budget-friendly ideas, and real-world examples to help you align your print and digital efforts for greater impact. Whether you're new to direct mail or a seasoned pro, this session will help you deliver holiday campaigns that connect—and convert.

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