


This Month's Must Reads



November 20, 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.

Four Ways to Make Your Thanksgiving Direct Mail Campaign Bountiful

PFL

A solid serving of direct mail can be the perfect choice to show appreciation in a tangible, memorable way. A winning Thanksgiving campaign balances heartfelt messaging with smart offers and effective timing.

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What Is Direct Mail Marketing?

Indeed

Every business uses marketing strategies to expand its audience and customer base. Direct mail is a versatile and affordable marketing method. If you're in marketing or sales, learning about direct mail campaigns can help you determine if it's a good strategy for your business. This article explains what direct mail marketing is, the benefits of direct mail marketing, and how to create a direct mail campaign.

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10 Reasons Why Direct Mail is a Great Marketing Channel

Home Concepts

In the digital age, where online marketing channels dominate, direct mail stands out as a powerful and effective marketing strategy. Despite the rise of email, social media, and other online platforms, direct mail continues to deliver significant results. Here are ten reasons why direct mail remains a great marketing channel.

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The Case for Automated Direct Mail

PFL

Automated direct mail is not just another line-item expense. It is an integrated, data-driven channel proven to cut through the digital din, create engagement, and deliver real revenue that marketing leaders can track. This e-book is a practical guide to various strategies to help win leadership buy-in for direct mail automation.

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How to Create Memorable and Meaningful Direct Mail

USPS



Uniquely tangible and immediate, direct mail marketing can capture customers' attention, evoking an emotional response that entices them to act. To help illuminate the most important aspects of direct mail campaigns, USPS recently commissioned in-depth proprietary interviews with successful marketers, small business owners and printers. Here's what the research uncovered.


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