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Innovation Talk 2 – December 2020



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Innovation Talk 2

IS SOCIAL SELLING THE NEW DIRECT MARKETING?

HOW TO GENERATE B2B LEADS WITH LINKEDIN

Date: Tuesday, 8 December 2020

Time: 9.00 CET (UTC+1) and again at 12.00 EST (UTC-5)

Guest speaker: **Mr Martin Nitsche**

Direct marketing managers and Marketing
Officers: **Join our Innovation Talk and be part
of a game-changing conversation.**





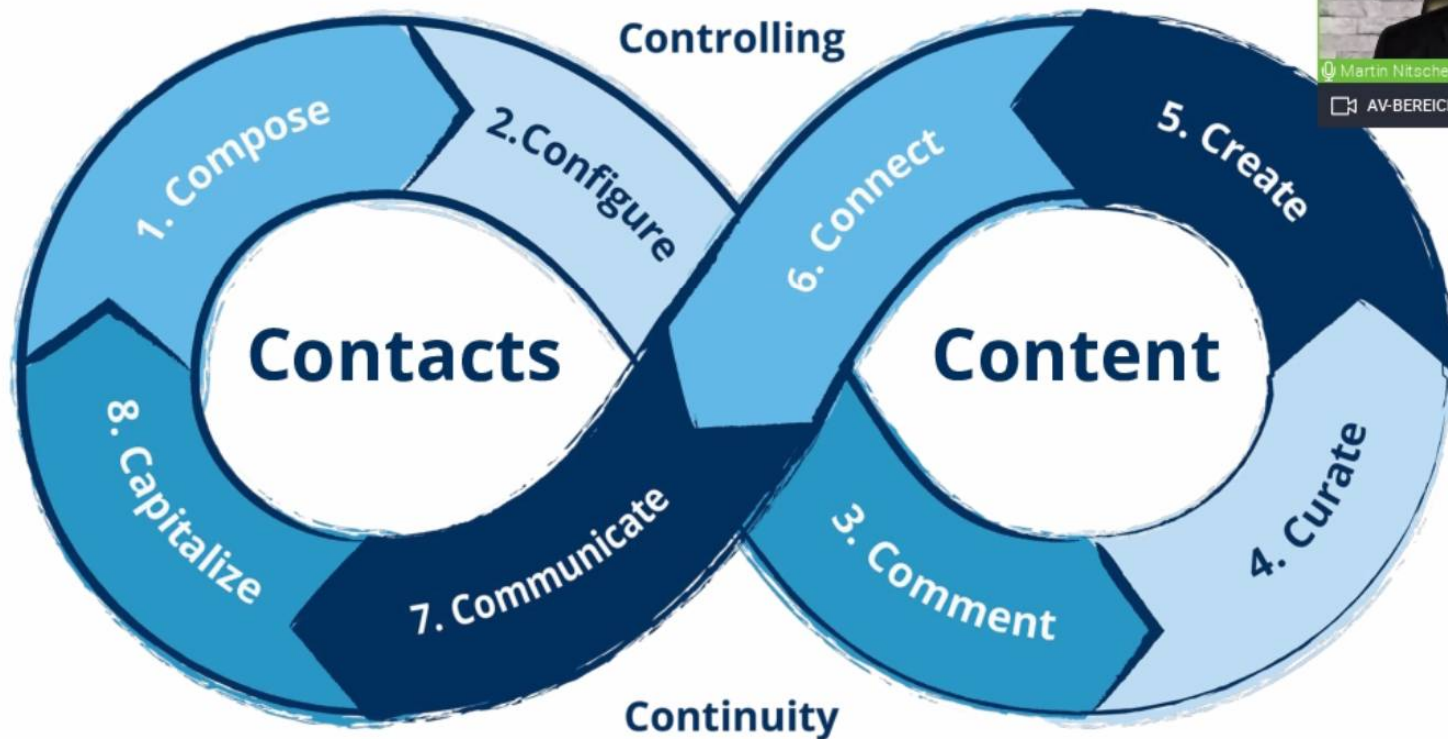
Main objectives:

- Why should you think about LinkedIn?
- What is the Vitamin-C strategy (contacts, content, control, continuity)?
- How do you optimize your LinkedIn profile?
- How do you shine with your own content?
- How do you gain more LinkedIn contacts?
- How do you capitalize on your LinkedIn network?





THE VITAMIN-C-STRATEGY FOR YOUR SUCCESS





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722 000 000

MEMBERS ON LINKEDIN!





Set goals

Define target contacts

Determine positioning

Identify keywords

Extra-Tip

Even if it may seem unnecessary to you as a LinkedIn or marketing professional, you should really define your orientation explicitly!

Profile photo

Background Image

Profile-Slogan

About-Text

CV

Skills & Endorsements

Recommendations

Accomplishments

Personal URL

Extra-Tip

First, change the URL you have been assigned by LinkedIn and secure your personal address!

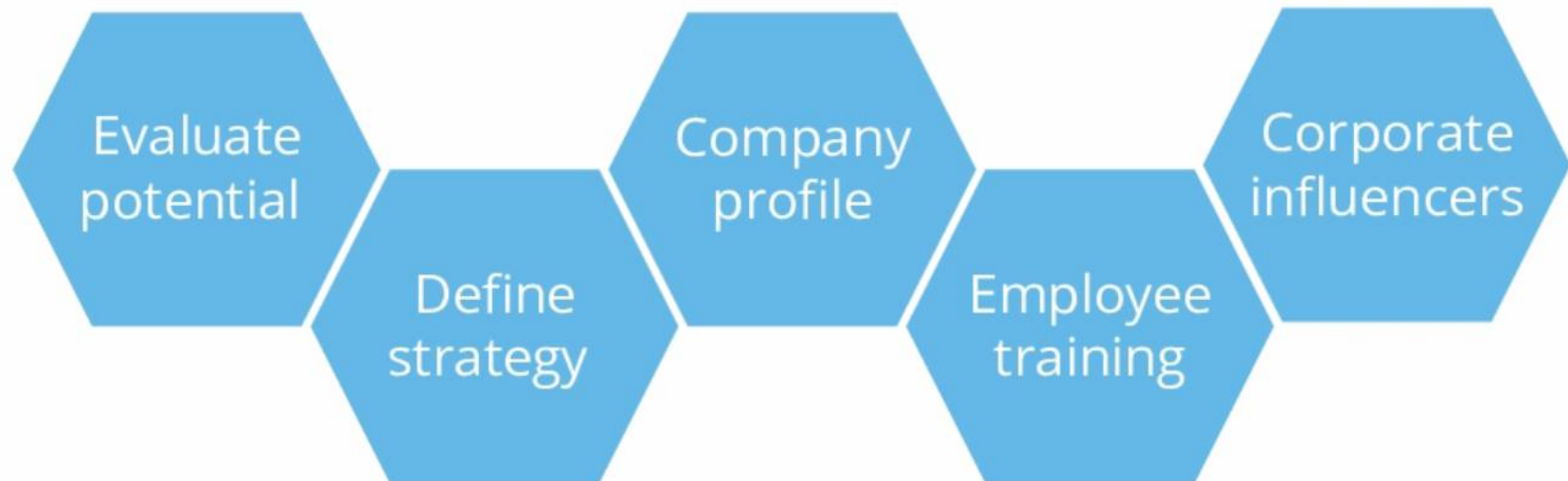


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WHAT TO DO FROM A COMPANY PERSPECTIVE





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Government Administration · Washington, D.C. · [244,719 followers](#)

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About

As the United States Postal Service continues its evolution as a forward-thinking, fast-acting company capable of providing quality products and services for its customers, it continues to remem... [see more](#)

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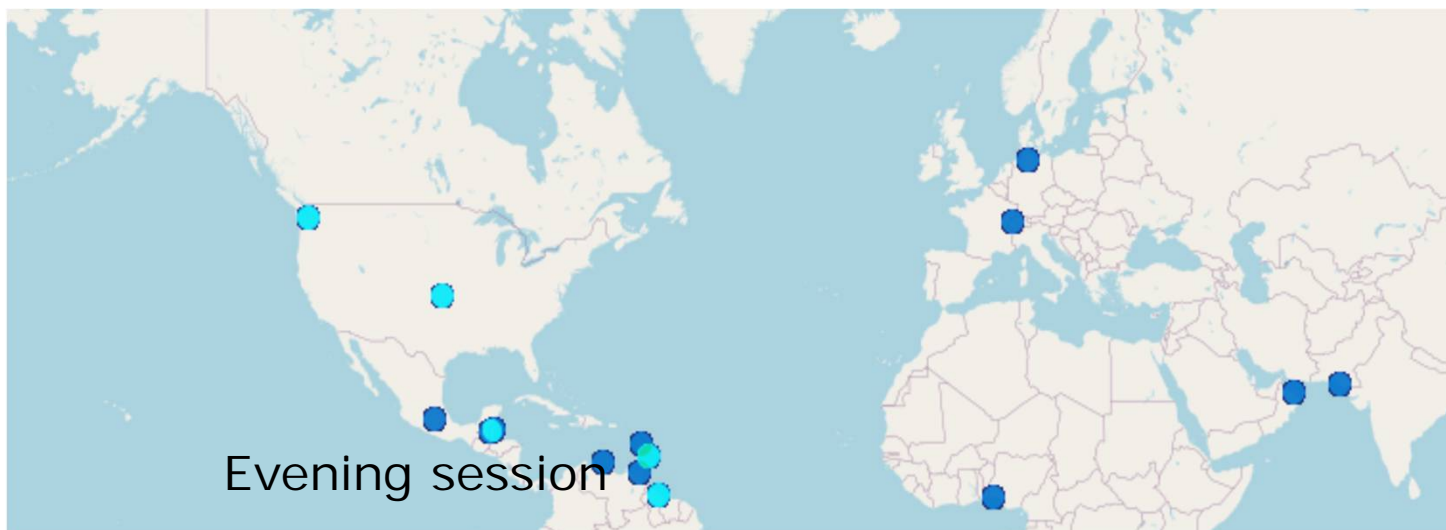
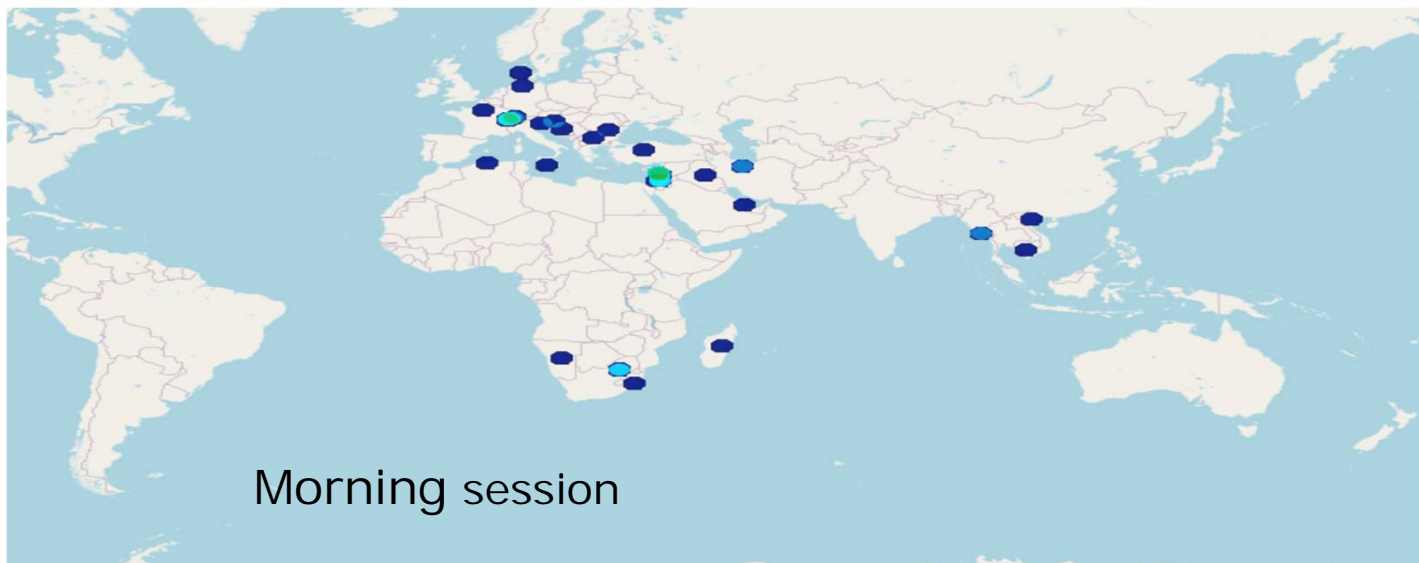
Gesponsert

- B2B LEADS**
B2B Leads auf



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Innovation Talk 3 – January 2021



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Innovation Talk 3

DATA QUALITY UNWRAPPED: IS IT WORTH ITS TIME?

Date: Wednesday, 27 January 2021

Time: 9.00 CET (UTC+1) and again at 12.00 EST (UTC-5)

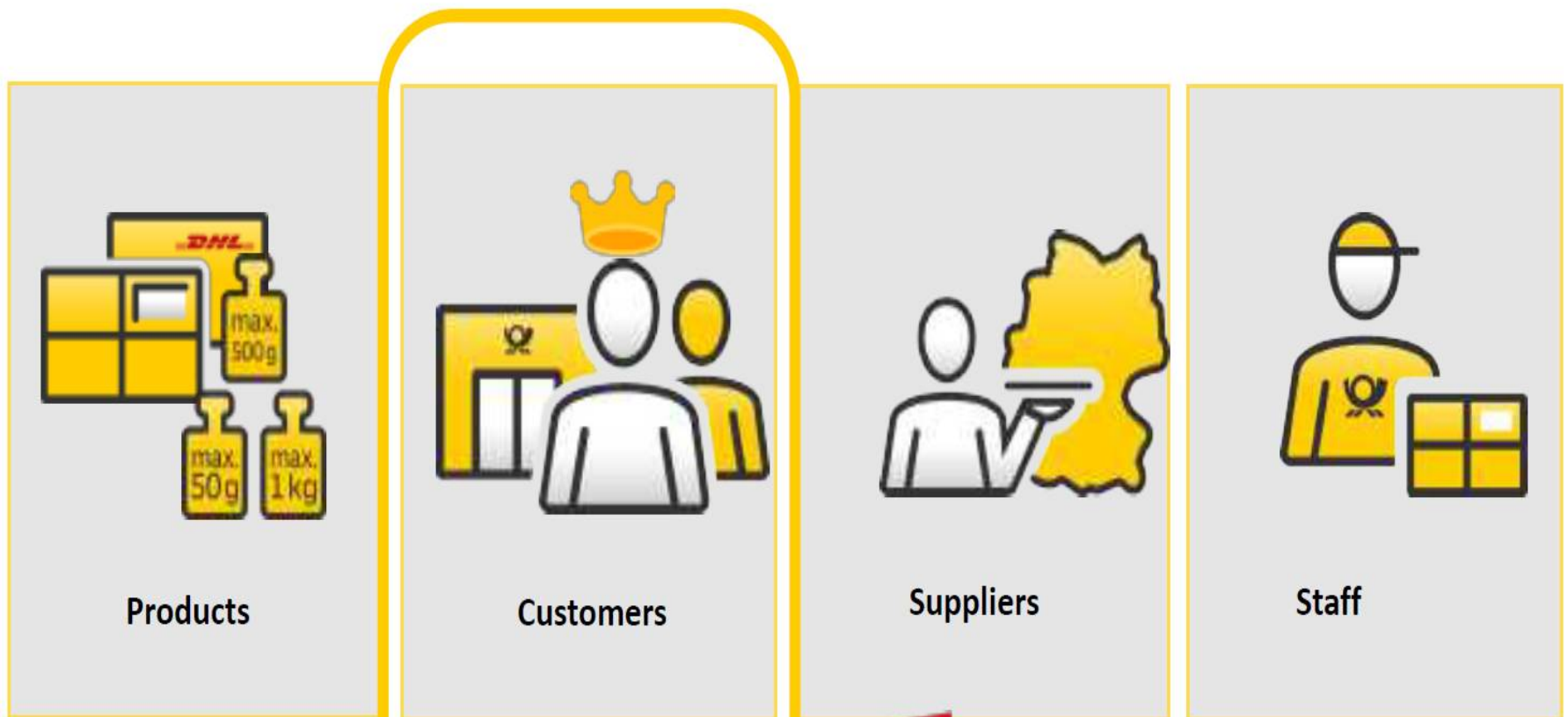


Guest speaker: **Henning Wagenfeld**,
Director Sales and Account Management,
Deutsche Post Adress GmbH & Co. KG

Direct marketing managers
and Marketing Officers: **Join our
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a game-changing conversation.**



Four main categories when it comes to data quality:





Do you have customers who are struggling with:

... low and unsatisfying response rates on marketing campaigns?

... unpaid invoices, due to undeliverable/incorrect postal addresses? Maybe Fraud?

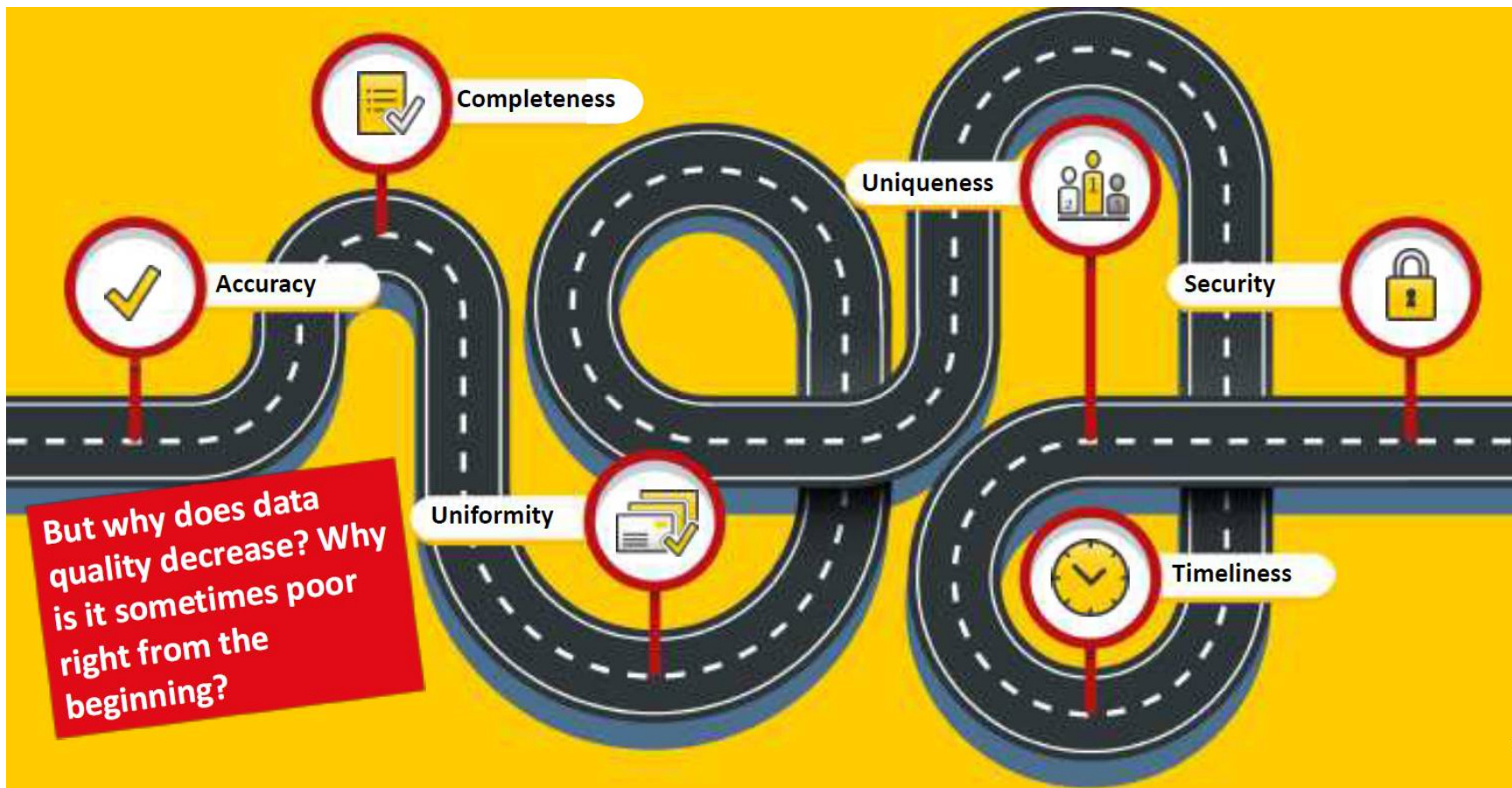
Data is constantly changing...

... a growing number of inactive clients in their database?

...high fees for postal/parcel returns due to incorrect addresses?

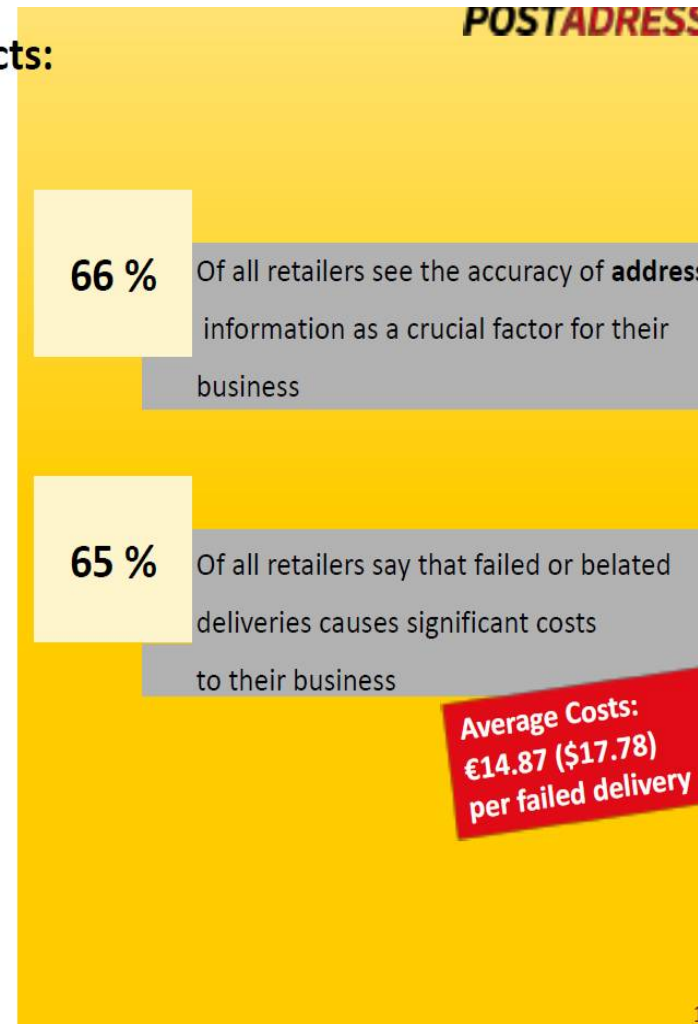


The road to correct data might be rocky at times, but taking care of these six stops will facilitate the journey:





Poor data quality effects businesses in several aspects: efficiency, costs, turnover

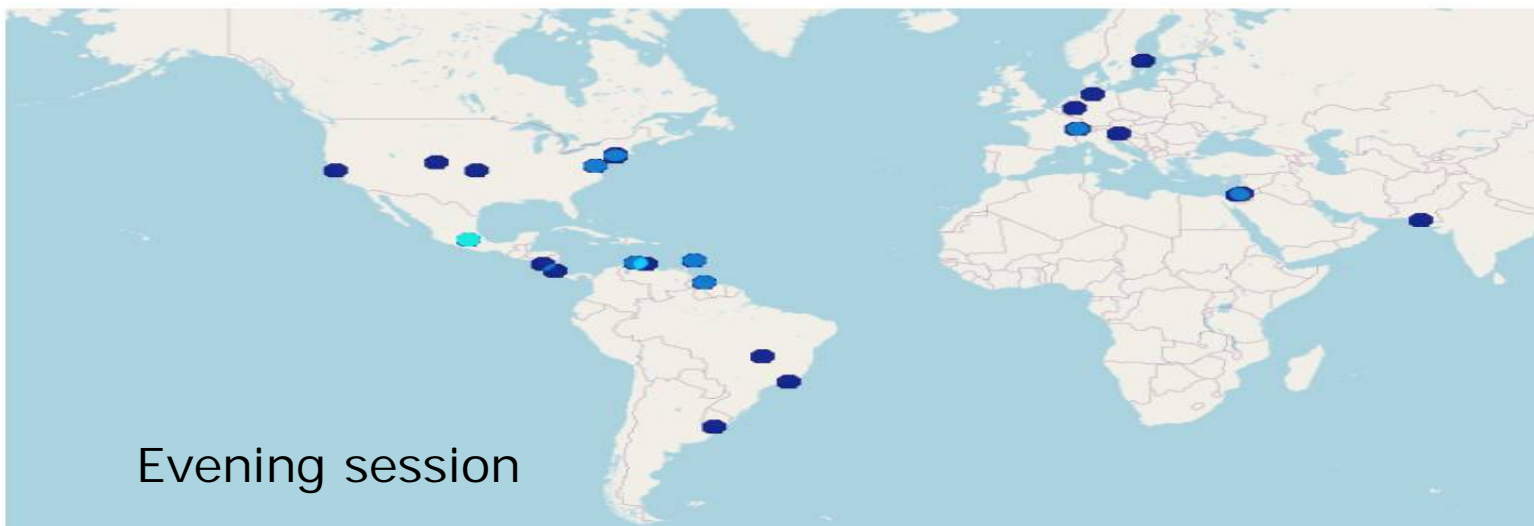


Source: Loquate market research 2020: 300 retailer in Great Britain, USA and Germany and more than 2.000 online shops



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Innovation Talk 4 – February 2021



HARVESTING THE INTERNET: NEW WAYS OF B2B-SMART-DATA- COLLECTION

Date: Tuesday, 16 February 2021

Time: 9.00 CET (UTC+1) and again at 12.00 EST (UTC-5)

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Innovation Talk 4



Guest speaker: **Mr Meinert Jacobsen**,
CEO and owner Marancon GmbH / Founder BIG
DATA Start-Up B2B Smart Data GmbH

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and Marketing
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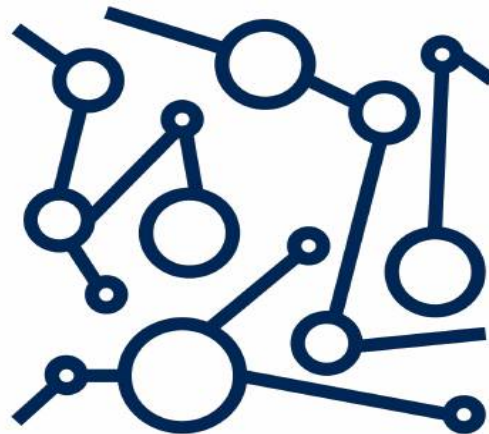
The 4 V's of Big Data

VOLUME

SCALE OF DATA

VELOCITY

ANALYSIS OF DATA-FLOW



VARIETY

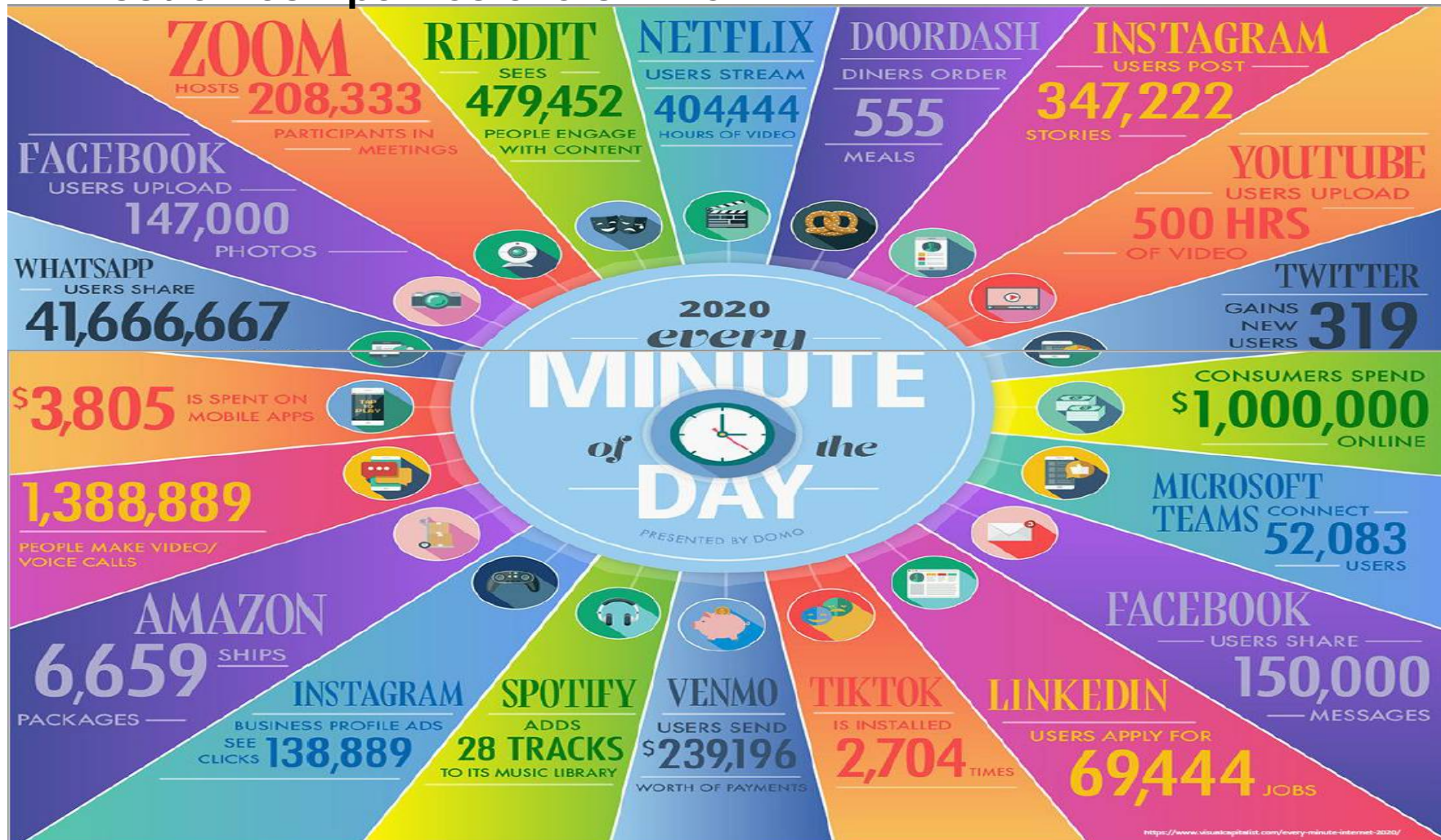
FORMS OF DATA

VERACITY

UNCERTAINTY OF DATA



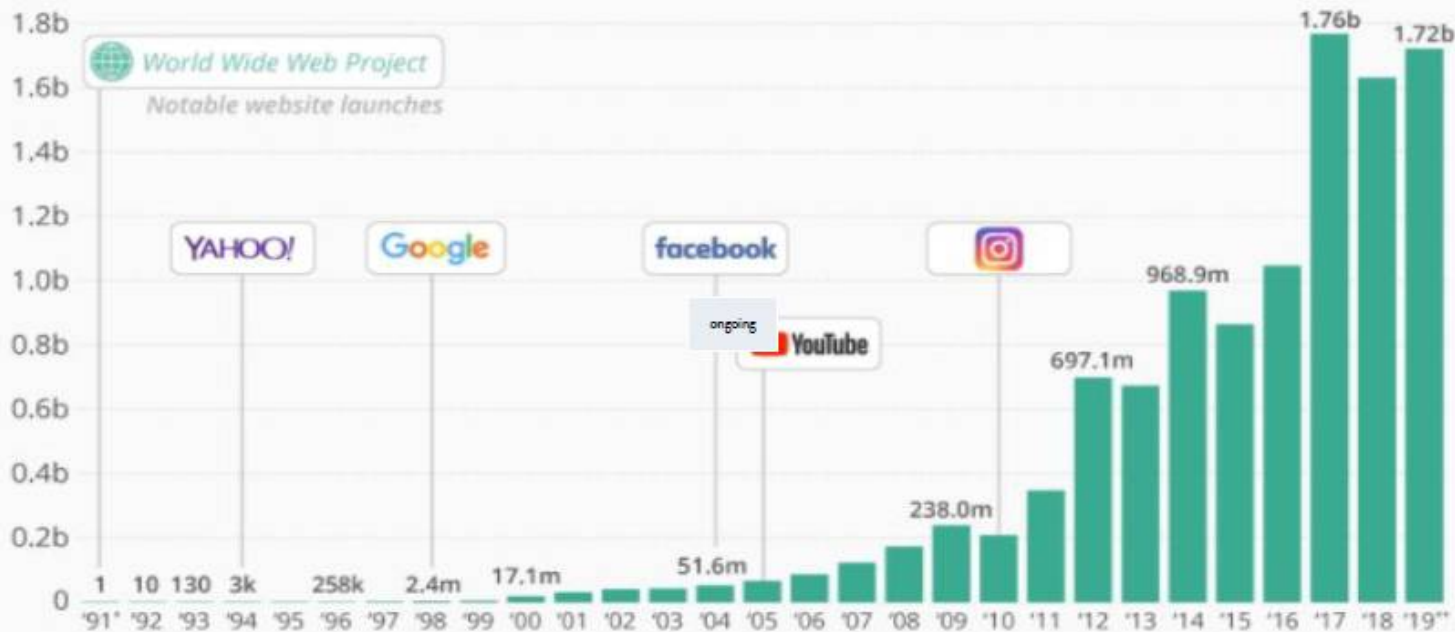
Almost all companies are online





How Many Websites Are There?

Number of websites online from 1991 to 2019



"Website" is defined as a unique hostname, i.e. a name which can be resolved, using a name server, into an IP Address.

* As of August 1, 1991
** As of October 28, 2019 at 10:00 CET
Source: Internet Live Stats





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Innovation Talk 4 – February 2021

Tagcloud UPU



Pakistan Post delivers during extreme weather

11.02.2021 —
The northern regions of Pakistan are subject to extreme weather conditions during winter
[Continue reading](#)



- Terms on your website
- The size of the terms reflects the relevance



1. Your database

You simply provide us with the **URLs** of your existing or desired customers.

2. Data enrichment

B2B Smart Data enriches your URLs with **up-to-date information** from the **customer's website**.

3. Customer analysis

Specific algorithms are used to determine the **similarities (DNA)** of the **websites**. You get a graphical representation of the target customer DNA in form of a tag cloud.

4. New customer search

The determined target customer DNA is transferred to millions of other URLs. As a result, you get the **most similar company websites**.

5. Your sales activities

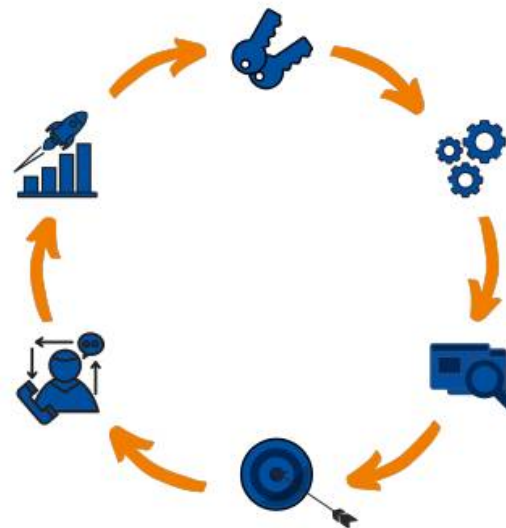
With the **potential leads** issued by B2B Smart Data, you can **start acquiring** new customers.

6. Model extension

With each new lead, the **algorithms learn** & become steadily more accurate in their analysis.

20%

MALAI EL HALABI



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● You ● B2B SD



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Lessons learned



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Innovation Talk

Tuesday, 11 May 2021

Creativity in direct marketing: Best of the best from around the world

Guest speaker: TBD

Moderator: Martin Nitsche

Recent ECHO Award Winners:



2020 ECHO WINNERS | WINNING CASE STUDIES





Proposed topic – end of May 2021

The next-generation smart mailbox – opportunities for postal operators in consumer home delivery and direct marketing

- HomeValet combines a secure smart refrigerator/locker, which consumers can control via an app, and a cloud-based service with integration interfaces for couriers, retailers and direct-to-consumer product brands.
- The concept provides a unique opportunity for postal operators to reimagine the “mailbox”, so as to adapt to consumers’ and mailers’ shift from letters, flat items and packet mail towards parcels, packages and e-commerce purchases (including food, groceries, and specialized items that require age/identity verification, e.g. prescriptions, medicines, alcohol).
- This concept also enables the emerging movement of direct marketing approaches to sampling (piggyback consumer-targeted relevant samples in/on e-commerce purchase packages).



Other proposed topics:

- Print-mailing and digitalization – a contradiction
By Dr Dirk Görtz, Deutsche Post, Vice President for Dialogue Marketing
- The latest on creativity and innovation in mail and door drops
By Royal Mail and the Institute of Direct and Digital Marketing





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UPU DMAB workshop

UPU workshop - Direct marketing in a disrupted world



The DMAB held a series of five virtual workshops, entitled “Direct marketing in a disrupted world”, in June 2020.

