PRESS RELEASE

User-generated content, nano influencers and customer dialogue - marketing and the meaning of it all

MyPostcard explores the marketing trends of 2020

Berlin, 20th January 2020 — What trends will define marketing this year? How can we use them to strengthen our branding? MyPostcard, the app with the largest variety of postcards in the world, explores the marketing trends of 2020 and gets to the bottom of this question.

"Credibility and authenticity are the most important buzzwords in 2020. They influence almost all areas of our lives and as such are also found in marketing," says Josipa Gelo, senior marketing manager at Mypostcard. "More and more consumers are making their purchase decisions based off of this." The need for trust and transparency therefore is determining the marketing trends of 2020.

Nano influencers – Loyal communities with authentic content
In the last few years, social networks have increasingly established themselves as a marketing tool and in 2019, the influencer branch was able to further professionalize itself. Authenticity is the main buzzword here this year. Rather than reaching for celebrity influencers, companies are increasingly working with nano influencers with around 10,000 followers. The jewelry and watch brand, Daniel Wellington for example, has been relying on nano influencers with loyal communities and authentic content for a few years now. Smaller - and consequently more niche - influencers are defined by their above-average engagement rate. Honesty and credibility, which are expected by consumers nowadays, go hand in hand with this.

Purpose – what does this mean for companies?
Approach and brand awareness - the values that a company represents. These must be embodied first and foremost by the company and its employees, and experienced by its customers. A sense of purpose that goes beyond purely the business model and profits. The company values, as a form of employer branding, affect both current and potential employees. It's through this that we strengthen a company's market image and its position over that of its competitors. Furthermore, values which have been shared with customers are rewarded with market trust: Brands which work towards a higher purpose grow twice as quickly. The American brand, Toms, for example, has been known for its 'one for one' philosophy since it was founded in 2006. The company promises to donate one pair of free shoes to children in need for every retail product sold.

Referral marketing – reward customer loyalty

Increasingly more information is processed every day, but less people pay attention - advertising needs to be remarkable in order to win the attention of the consumer. In the age of excess information and advert-overload, almost 90% of consumers rely on the recommendations and experience of friends concerning their purchase decisions, according to a study by Nielsen. Referral marketing is met with more trust than paid advertising. This means that in order to create customer ambassadors, as well as working on employer branding and an authentic brand image, customers should be regularly rewarded for their loyalty with incentives. For example, package provider, TUI Magic Life, offered its 2019 all-inclusive holiday-makers free credit vouchers for MyPostcard. The postcards sent are branded with the TIO Magic Life logo for one, and for another work as individual recommendations through the personal photos and travel impressions they carry.

User-generated content - customers as brand ambassadors
Interactive content isn't a new trend of course - engagement as a marketing tool has stood at the top of the agenda for companies since the beginning, particularly in the age of social media. After all, digital technologies make it possible for companies to establish a never-before seen proximity to the customer - it makes sense to use this. With this, the customer role has ultimately been changed: from passive consumer to interactive partner. For instance, Google Maps, the most widely-used online map service, relies on its own users to improve its maps. Users can become a member of the Local Guides program, where they can share their knowledge about hotels, restaurants, tourist attractions and so on with the community, making information regarding featured companies or places accessible to others. In doing so, the customers become brand ambassadors and actively help shape the brand.

Personalization of the customer dialogue - the emotional effect of postcards
Countless newsletters and advertisements reach the inboxes of consumers daily. For companies, it is, therefore, especially important to stand out from the masses. One trend which was already developing last year and is becoming increasingly important is the personalization of the sales approach. And not digitally, but by print mail. Ever more companies are relying on the good old postcard for their customer dialogue with existing customers. German companies like Purelei and Just Spices use the positive image of, and emotional response to, a postcard to speak to customers. The average conversion rate of postcard mailings of almost 8% is evident of the success of the postcard as a marketing tool.

About MyPostcard
MyPostcard (the postcard of tomorrow) sends personal pictures from users' phones and computers as real, printed postcards everywhere in the world, all hassle free - we worry about shipping, printing, and posting. Our app can be downloaded in ten languages and provides more than 20,000 designs, the most designs offered worldwide. Oliver Kray, a designer, Serial-Entrepreneur, and CEO, founded MyPostcard, which is based in Berlin, has an office in New York, and currently employs 30 people.

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