

WHAT IS EVERY DOOR DIRECT MAILING?

Every door direct is a service the Post Office offers for mailing flyers or cards to all residences and businesses within a selected postal route. The postal cost is 18.3 cents per piece with a minimum of 200 mailers and a maximum of 5000 per day. This beats regular postal charges of 34 cents for a 4x6 inch post card and 49 cents for a #10 envelope. See Figure 1.7 for detailed pricing.

The Post Office specifically designed this program for businesses to be able to target nearby neighborhoods without even needing to know resident names or street addresses. This program gets a printed piece to every address within a route or it can even skip businesses and target only residents within that route.

Being able to saturate a neighborhood with a superior company image is enormously impactful on a business. A real estate team that does monthly EDDM mailings receives 38% of its business from one of its targeted routes and 32% from another route.

THE EVERY DOOR DIRECT MAIL WAY

The hassle of mailed advertizing is often more than it is worth. Whether it is getting a bundle of stamps from the post office, having bulk rate but paying annual fees, affixing hundreds of labels to the advertisement, or purchasing mailing lists, there is a lot of effort and hoop jumping that makes most mailings complicated. Plus mail marketing is a thing of the past, right? That is simply not the case; according to the Direct Marketing Association, direct mail has an average response rate 10 to 30 times larger than email or online display. Customers more often than not are inundated with online ads and are looking for local businesses close to them to use their services. Many customers understand that local businesses contribute substantially more to the local economy than chain businesses (See figure 1.1 regarding cash flow in economy).

Customers want a company that is conveniently in their neighborhood and generally involved in their community. In fact, over 85% of a store's customers come from a 5 mile radius according to BizReport2010. Companies only doing business and advertizing over the internet lack communication and trust, and therefore lose customer potential. Every Door Direct Mailing is a resourceful and personable way to inform and advertize to the community most likely to buy from the business.

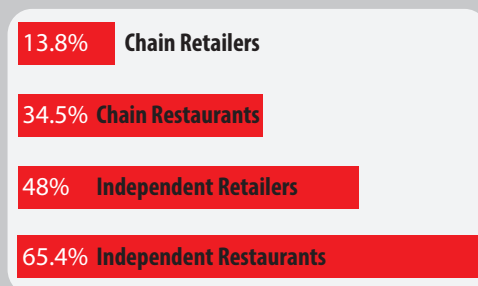


Figure 1.1 Percentage of Local Revenue Recirculation



Figure 1.2 QR Code link to EDDM Postal Tool



Figure 1.3 QR Code link to detailed EDDM Guide

THE BENEFITS

Every Door Direct Mail requires no labels or attachment of a postage stamp. It simply requires the proper preprinted indicia and enough mail pieces for the route selected. This completely eliminates mail preparation costs; the price paid for printing and postage is the total. There are no mailing lists to buy, labor, or annual fees, unlike other postal programs. All that is required is a simple indicia (see Figure 1.4) printed on every piece which actually takes up much less room than a normal stamp and label would (see Figure 1.5). The mail piece is also delivered the next day with the rest of the clients' mailing. This facilitates publicizing precisely before an event, and also gets the mail piece inside the house, unlike a doorhanger. Another reason to use EDDM is the ability to select a route based on the demographics by using the Post Office Tool online (See Figure 1.2 for link). This enables a business to properly prepare material for the residents, choose a route based on their target audience, and also data mine to determine route efficiency.

THE LIMITATIONS

Every Door Direct Mail does have some restrictions. The first limitation is size (See Figure 1.6). The minimum size for EDDM mailing is larger than 10.5" long *or* larger than 6.125" high, *or* thicker than .25". The maximum size is 15" long, 12" high, and .75" thick. This means both a full size flyer on regular paper or even a postcard on thick high quality card stock can be sent through this program. Typical EDDM sizes that printers make are 6.5x9 or 6x11 inch postcards. The second limitation is that it must go to every residence or every address in a specific route. There is no way to pick some houses in one route and some houses from another. Generally this does not affect advertizing as routes are area specific and still going to remain near the business. The pieces also must be bundled in 50s or 100s for the postman and this is often done by the printer.

Figure 1.4

Sample indicia necessary for EDDM



Figure 1.5 Label location examples

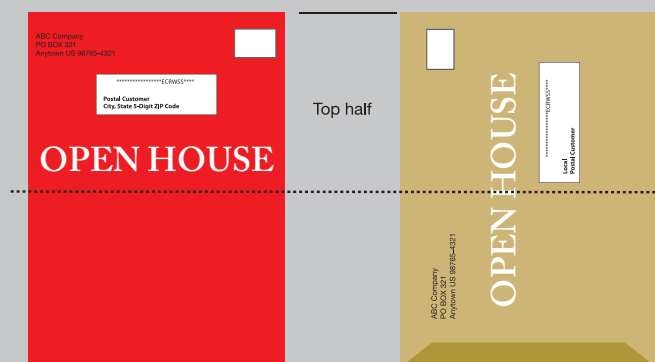
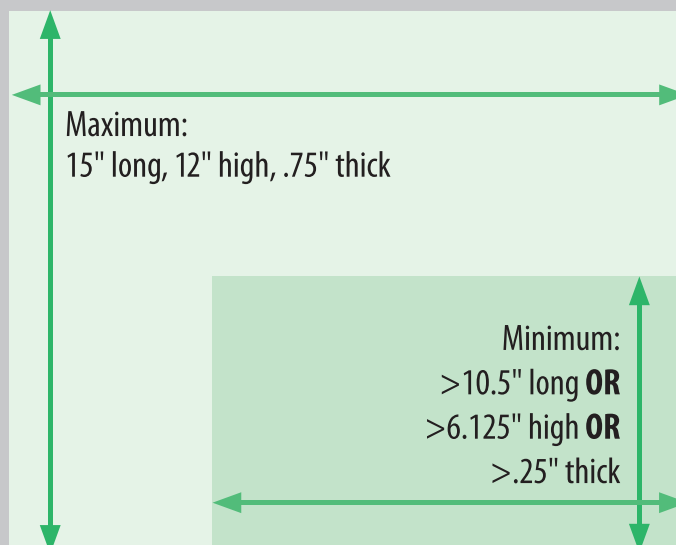


Figure 1.6 Dimensional Requirements for EDDM



A lot happens when a resident receives an ad in the mail. First off, unlike a TV commercial, the resident will likely keep and review the mail piece when they have sufficient time, meaning that they will be focused and fully comprehend what is being given to them. These factors make mailings when combined with other advertizing an extremely powerful investment. According to the Little Book of Bigger Returns, mail ads boosted return on investment by 20% when part of an integrated advertizing campaign, as well as increased lift of local ads by 44% and online campaigns by 62%. Mail ads make a business visible and more credible.

BELLS AND WHISTLES

Every Door Direct Mail can be made in a variety of sizes, colors, and materials. It can also have folds, scoring, and stickers attached. When Every Door Direct has folds, the size is measured off of what it is when folded down, and must be packaged as such. However it does not need to be sealed unlike Bulk Mailers which do. Scoring should be printed on an inner fold to avoid tearing during transit. With stickers or scratchers they must be on every piece sent out and must be on the same location of each piece. With Every Door Direct Mail anything from a 1 color flyer to a full color book can be sent.

Figure 1.7 Overall Pricing for 6.5x9in EDDM*

	Print Cost	Postage	Total	Price/Piece
1000	\$210	\$183	\$393	39.3¢
2500	\$269	\$457.50	\$726.50	29.1¢
5000	\$490	\$915	\$1405	28.1¢

*Prices as of March 2016

4 SIMPLE STEPS TO SENDING YOUR FIRST EDDM

- 1

Register at the USPS Website for a free account at the url below (or use Figure 1.2 for QR code link).

<https://eddm.usps.com/eddm/customer/routeSearch.action>
- 2

Determine a route and how often you want to use the postcards on that route

- search by zip code or city
 - determine demographics on route
 - determine quantity of mail pieces needed
- 3

Order mail pieces from local printer to cover your selected route.
- 4

Pick up mail pieces ordered for selected route, and deliver to Post Office, paying when you arrive there rather than preordering to avoid scheduling issues.

After these steps are completed the client can view order history as well as save an order for repeat routes with the online tool.

For a more detailed step by step process or for regular mailings of more than 5,000 mail pieces per day please review the comprehensive Direct Mail Guide at the url below or see Figure 1.3, usps.com/business/pdf/every-door-direct-mail-user-guide.pdf or call Printing Connection, Inc. at (951) 351 9437.