

IS

**EVERY
DOOR
DIRECT
MAIL[®]**

RIGHT FOR
YOUR BUSINESS?

A WHITE PAPER



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Is Every Door Direct Mail® Right for Your Business?

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Executive Summary

Looking to increase your visibility in a strategic neighborhood or geographic area? The Every Door Direct Mail® program, available through the United States Postal Service®, might be just what you need!

Sending mail through EDDM is simple, comprehensive, and inexpensive. Because EDDM mails to every recipient on selected routes, you don't need a specific mailing list with names and addresses. Instead, entrepreneurs can choose the neighborhoods they'd like to target using a USPS online mapping system that is free, easy to use, and accessible to all.

When it comes to direct mail, the right promotion targeted at the right people can bring considerable growth. In this white paper, you will discover the nuts and bolts of EDDM, learn the basics of planning a cost-effective mailing, and consider whether this marketing strategy is a good option for your business.



Every Door Direct Mail® and Your Business

Despite the popularity of commercial e-mail and digital marketing tools, direct mail continues to be an affordable, cost-effective strategy to reach a wide range of people. According to a 2015 United States Postal Service® household study, 81% of recipients read or scan their mail every day!

According to the Data & Marketing Association's most recent Response Rate Report, direct mail returned an average response rate of 9% for house lists and 4.9% for prospect lists in 2018. These numbers represent the highest average direct mail response rates recorded since DMA began tracking these statistics in 2003, stacking up exceptionally well against e-mail, social media, and paid search responses (each averaging about 1%). When it comes to direct mail, the right promotion targeted at the right people can bring considerable growth.

However, launching direct mail campaigns can sometimes feel like a daunting task. That's why the U.S. Postal Service® (USPS) launched Every Door Direct Mail®, a simple direct mail program that can be significantly less expensive than traditional mailing methods. First introduced as a small pilot in 2011, Every Door Direct Mail® (EDDM) has grown tremendously as business owners have experienced the perks of this straightforward, inexpensive system.

Is EDDM a good option for your business? Here are some details that may be helpful for you to consider.

The Nuts and Bolts of Every Day Direct Mail®

EDDM is an affordable targeted advertising technique that lets you map your marketing mail audience considering factors like average age, income, or household size. As the name implies, Every Door Direct Mail sends the same printed piece to every residence or business in the area you target. Because EDDM mails to every recipient on selected routes, you don't need to provide a specific mailing list with names and addresses. Instead, entrepreneurs can choose particular mailing routes using a USPS online mapping tool that is free, easy to use, and accessible to all.

EDDM was created to offer a low-cost option for small businesses to send direct mail, which is why USPS offers discounted rates for this class of mail. At the time of this writing, postage for an EDDM campaign only costs between \$.162 and \$.187 per piece, increasing its viability as an inexpensive direct marketing option. After all is said and done, the EDDM postage savings can reach up to seven cents over a standard letter mail, or three cents or better (per piece) than the typical 4" x 6" postcard. This equates to significant savings when you're sending thousands of postcards or looking to saturate a specific region.

With EDDM, your business can reach every home, every address, every time. By simply selecting the neighborhoods you want to target, a Postal Service™ Letter Carrier will hand-deliver your message to your best possible prospects. While there are regulations on the size, weight, and design of EDDM mailing pieces, USPS provides a quick reference guide to businesses to ensure your mailing piece will meet those requirements.



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Overall, the EDDM Retail and EDDM BMEU programs offer you the least expensive way to saturate a given geographic area.

EDDM in Action: Press Laundry & Dry Cleaning, Austin

Press is an Austin-based startup that puts a modern spin on laundry and dry cleaning, with a convenient app that allows users to schedule direct-to-door laundry pickup and delivery. Press Growth Manager Jake Lane says the combination of zip code-driven EDDM mailings and targeted social media ads was perfect for their business:

"We recently just ended an [EDDM] direct mail campaign here in Austin with a small pilot run of over 20,000 mailers in targeted ZIP Codes. Unlike standard brick and mortars, we have the ability to track ROI by driving leads through a specific URL and tracking website traffic for the campaign. We found that direct mail to the right zip codes paired with targeted social media ads provided the best bang for the buck. We were able to recoup our cost and go ROI positive on the campaign by also putting an expiration date on our promo. This entices the recipients to act sooner rather than leaving the mailer in their kitchen drawer, or worse, the trashcan."

Press currently boasts over 3,000 clients in 13 cities and is rated 4.7/5.0 based on 13,195 order ratings. EDDM helped Press spread the word, allowing busy people to enjoy punctual service at the tap of a button!

The Pros and Cons of Every Door Direct Mail®

Is EDDM too good to be true? This program is certainly more beneficial in some situations than others. Here are some benefits and drawbacks to consider before you proceed.

- ✔ **TARGET EVERY ADDRESS**
- ✔ **REDUCE PRODUCTION COSTS**
- ✔ **SIMPLIFY THE MAILING PROCESS**
- ✔ **EDDM IS SIMPLE, COMPREHENSIVE, AND INEXPENSIVE**

Benefits of EDDM

Every Door Direct Mail® has three primary benefits: it is simple, comprehensive, and inexpensive. For local businesses running a small campaign, EDDM Retail is a great place to start. With EDDM Retail, you can mail up to 5,000 pieces per day, and you can simply drop these at your local post office. Each mailed piece costs less than the price of a stamp to send, and the online mapping tool helps you narrow your focus. Since a mailing list is not needed, EDDM is extremely accessible for businesses new to direct mail marketing. EDDM also offers an efficient turn-around time on mailings (less than two weeks).

For businesses looking to launch a more comprehensive campaign, the EDDM Business Mail Entry Unit (BMEU) program is another option. EDDM BMEU allows larger businesses who already maintain a direct mail permit to use their permit and to drop mailings at a Business Mail Entry Unit. With this method, mailers are not limited to 5000 pieces per day, and the rules for what type of mail pieces qualify are more flexible. EDDM BMEU allows companies to target wider geographic areas (like an entire city) and is quite useful for companies looking to market in areas of the country that are physically distant from their location. EDDM BMEU requires you to enlist the services of a print and mail house to print, address, and handle the complete mailing servings for your campaign. BMEU postage currently averages \$.162 per piece (versus \$.187 for EDDM Retail).

Overall, the EDDM Retail and EDDM BMEU programs are the least expensive way to saturate a given geographic area. Researchers estimate that it takes seven impressions over 18 months for prospects to start remembering your company. Because your mailing lands directly in the homes and hands of your recipients, your company has a better chance of creating this familiar connection with readers. Data shows that 40% of customers will try a new business after receiving a mail offer, with a typical campaign generating a 13 to 1 return on investment. When you're looking to target every address, reduce production costs, and simplify the mailing process, EDDM is an excellent option to consider.

Drawbacks of EDDM

Every Door Direct Mail® also has some disadvantages. Because there is no personalization, EDDM is more of an advertising strategy than a direct mail campaign. While you can view census data for the mailing routes you choose, there is no demographic prioritization available within individual routes, making EDDM less efficient than targeted direct mail. If you opt to handle a mailing alone (without the help of a local printer), your project will take some time, as EDDM requires you to bundle your pieces in precise quantities for delivery at a specified post office.

Also, if you use EDDM Retail, remember you are limited to standard machinable flats (a weight of 3.3 ounces and no envelopes), specific mailer sizes, and 5,000 pieces per day. Canvassing entire EDDM mail routes involves higher waste (mailing to vacant properties or units) and does not allow you the option of mailing to businesses only.

In general, tailored direct mailings typically produce more significant ROIs and higher profits. Critics of EDDM would say the postage and production savings of EDDM will be lost in the labor and generic aim your mailing requires. Targeted demographic mailings to prospects in a wider geographic area may lead to more productive outcomes.

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Critics of EDDM would say the savings you reap through EDDM will be lost in the intensive labor and the generic aim your mailing requires. Targeted demographic mailings to prospects in a wider geographic area may lead to more productive outcomes.

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When (and How) to Use EDDM

Looking to get your foot in the door with a simple direct mail option? Here are some seasons or reasons EDDM might be the right fit for your business.

When EDDM May Be Beneficial, Right, or Helpful for Your Campaign

✔ EDDM is Beneficial when you are

- Looking to create awareness among potential customers in a neighborhood
- Hoping to save money on pre-purchased mailing lists
- Sending oversized pieces at a low cost
- Targeting a particular region or mailing route demographic
- Thanking local customers for their patronage

✔ EDDM is Right if you are

- Hoping to advertise in a way that increases name recognition or branding
- Sharing a universally needed product or service
- Using volunteers, interns, or unoccupied staff to prepare a mailing
- Partnering with a local printer who can simplify the process

✔ EDDM is Helpful for highlighting

- New branches, locations, or staff members
- Special sales, events, or promotions
- Grand openings or product launches
- Participation in charitable or community events
- Coupons, menus, service lists, or changing hours of operation
- A rebranded or upgraded professional image

✔ EDDM is Often Used by

- General retailers, auto dealers, furniture stores, and supermarkets
- Sporting goods or electronics specialists
- Insurance agents and realtors
- Banks and financial advisors
- Home improvement service industries
- Healthcare providers, veterinarians, or fitness clubs
- Dry cleaners, salons, and spas
- Restaurants, delis, or taverns
- Churches, non-profits, and political campaigns



Planning an EDDM Mailing

Ready to give Every Door Direct Mail® a try? Here are the basics to get you started.

1. Create a mail piece. You can do this on your own or with an experienced design team.
2. Visit the EDDM website (<https://www.usps.com/business/every-door-direct-mail.htm>) and click on the EDDM Mapping Tool link (<https://eddm.usps.com/eddm/customer/routeSearch.action>).
3. Enter an address (or focal point) for your target neighborhoods. Preview the census data (age, income, and household size ranges) for the mailing routes of interest, then select one or more (up to 5,000 units) and decide whether you'll mail to just households, or businesses and households together. You can calculate the price of your mailing using a calculator like this: <https://dbcalc.usps.com/>
4. Determine whether you'll contract with your printer or create your own USPS account.
5. Choose your drop off date and mailing options (at <https://www.usps.com/business/pdf/every-door-direct-mail-user-guide.pdf>) for specifications.
6. Finalize your order. If you're mailing on your own, this step includes completing process forms, bundling your mailing in stacks of 50-100, dropping your mailing at the correct post office, and paying online or in person. Otherwise, your printer can handle these final details.

As you plan your design, remember that more people read postcards than letters, and when it comes to EDDM, bigger is better. According to the Direct Marketing Association, large postcards received a 4.25% response rate, and oversized envelopes garner a 5.0% response. Finally, don't forget to double-check specifics with your printer or USPS, as rates and specifications are subject to change.

Conclusion

Now that you've learned the basics of EDDM and weighed the pros and cons of this program, it's time to chart your own course. Is EDDM right for your business? Due to its location-based approach, EDDM isn't the best method for campaigns that depend on factors like targeted demographics or specialized products that serve niche markets. Even if you have a service that everyone needs, not everyone in your area wants or requires what you offer. When you want the best possible return on your marketing dollars, targeted direct mail might better serve your business.

However, EDDM is exceptionally efficient for broad-focus campaigns targeting a specific geographic area. EDDM works well for services everyone needs (think groceries, haircuts, home maintenance) or it can be a cost-effective way to saturate a localized area. For a lower cost per lead, EDDM can help you repeatedly contact the same people, interest prospects you usually couldn't reach, and get your message in the hands of future clients.

EDDM can be an effective complement to online or targeted mailings, or it may provide an opportunity to collaborate with other businesses to share advertising costs. When you want to save money or simplify the mailing process, EDDM can help you boost traffic, widen your reach, and build your brand. Fill in your marketing gaps as you reach every home, every address, every time!

About Your Sponsor

Every Door Direct Mail is an efficient, cost-effective way to get your campaign in front of a large prospect base. But handling the precise design, timing, and bundling can be confusing.

Save time and trouble by partnering with our experienced team! When you're ready to move ahead, we'll help you create stunning pieces that make your message shine. From initial formatting and to final ordering and delivery, we'll do the heavy lifting and streamline the entire process.

Ready to craft the right message, for the right people, at just the right time? We're just a phone call away! Overcome barriers today with memorable, actionable mailings.

Contact Us

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