Your Special Delivery[tm]

United States Postal Service

Making Direct Mail Easy

Printing & Letter Shop

July 24-25, 2001

Introduction

Roadmap

- Introduction
- Production Elements
- Process Overview
- Process Choices
- Conclusion

Introduction

Primary Goal

$$\text{Return on Investment (ROI)} = \frac{\$\text{Earned}}{\$\text{Spent}}$$

- ROI Includes Lifetime Customer Value
- Maximize $Earned for Every $Spent
- First Impressions are Lasting
- Your Time has Value Too!

Production Elements

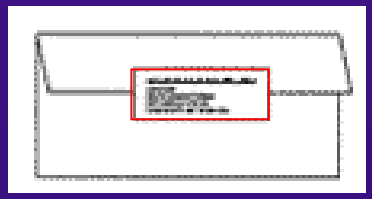
Format Selection - Postcards

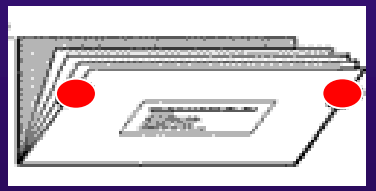
- Least Expensive
  - Eliminate paper
  - Lower postage
- Instant Impression
- Production Choices
  - Card size
  - Paper weight
  - Graphic selection
  - Personal message

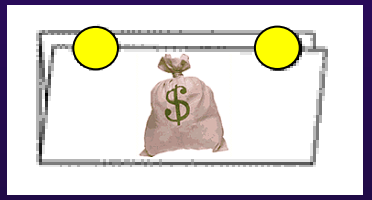
Production Elements

Format Selection – Self Mailer

- Inexpensive
  - Eliminate envelope
  - Full length message
- Immediate Impression
- Production Choices
  - Paper size
  - Folding style
  - Artwork & offer
  - Tab style







Production Elements

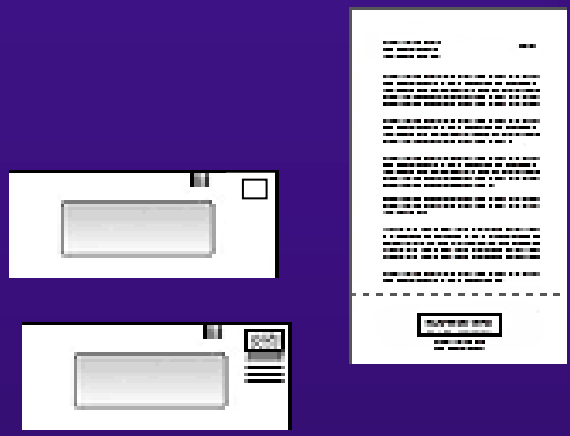
Format Selection - Letters

- Paper
  - 8.5” x 11”
  - 8.5” x 14”
  - Duplex
  - Multi-page
- Envelope
  - Dual window
  - Single window
  - Closed face

Production Elements

Format Selection - Letters

- Inserts
  - Business reply card
  - Courtesy reply envelope
  - Business reply envelope
  - Custom materials



- Postage
  - First Class (stamp, meter, indicia)
  - Standard A
  - Non-profit

Production Elements

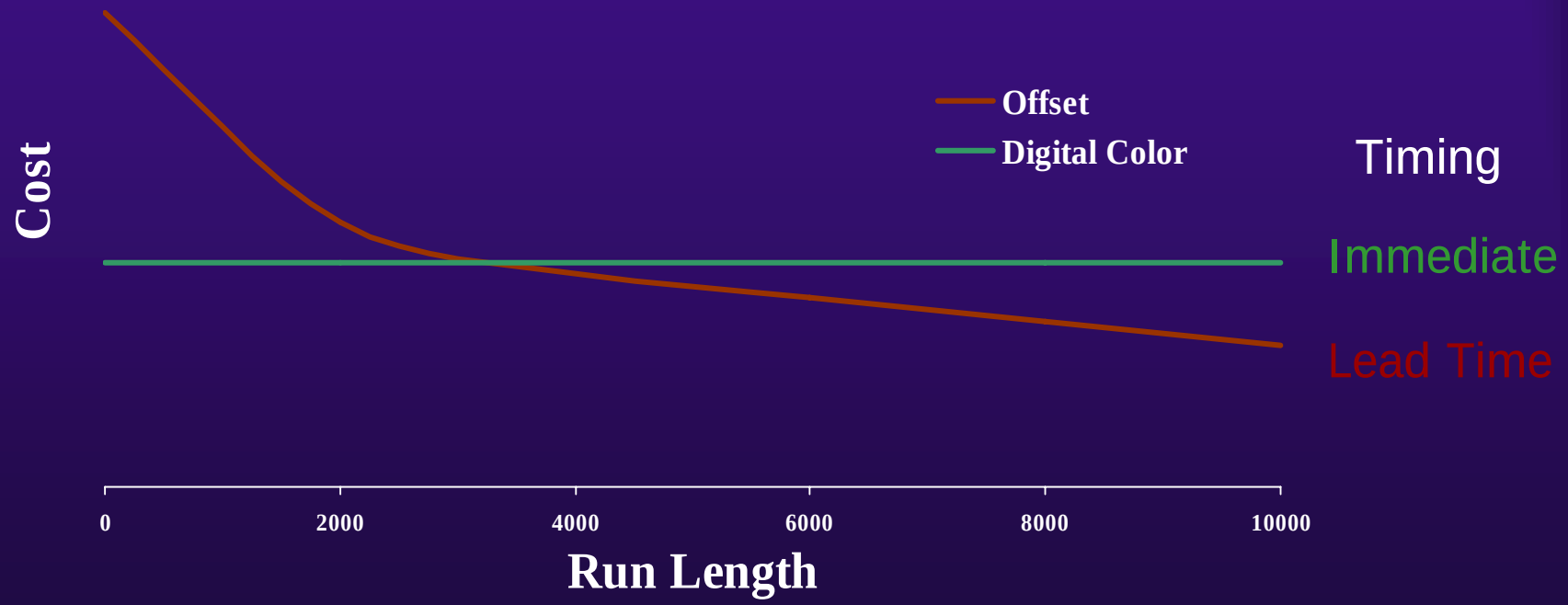
Print Selection

- Color Requirements
  - Black & white
  - Highlight color
  - Four color
- Production Equipment
  - Digital press
  - Offset press
  - Combination (color shell)
- Personalization (Variable Data)

Production Elements

Process Selection – Digital Color Comparison

Trade-off Between Cost, Speed, and Flexibility



Production Elements

Process Selection – Impact of Personalization

- Increase repeat orders by 48%
- Increase response rate by 36%
- Increase response time by 34%
- Increase revenue/profit by 32%
- Increase order size by 25%

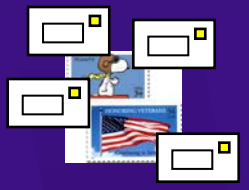
Increase From Base Rate is Substantial

Source: CAP Ventures

Process Overview

compose

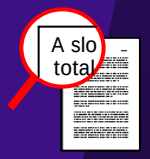
produce



fold, insert & stamp

mail

pre-flight



address

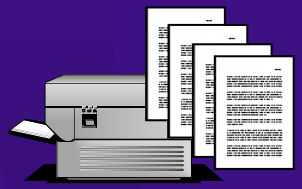
Process Choices

- Home/Office Production
- Copy Shop Production
- Commercial Printer
- Mail-on-Demand

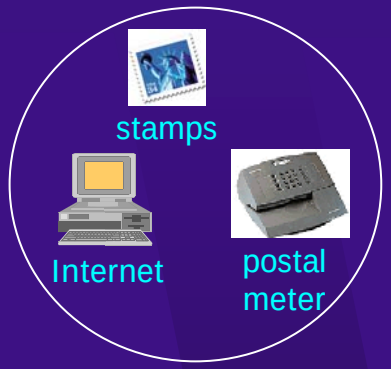
Process Choices

Home/Office Production

compose



produce



fold, insert & stamp

proof

address

mail

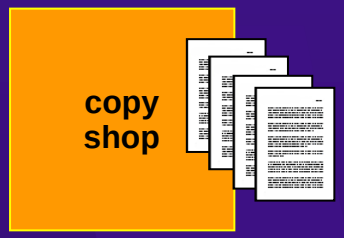
Pro's : Inexpensive and relatively quick

Con's: All-consuming and relatively low quality output

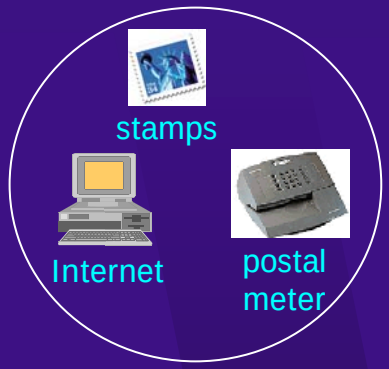
Process Choices

Copy Shop Production

compose



produce



fold, insert
& stamp

proof

address

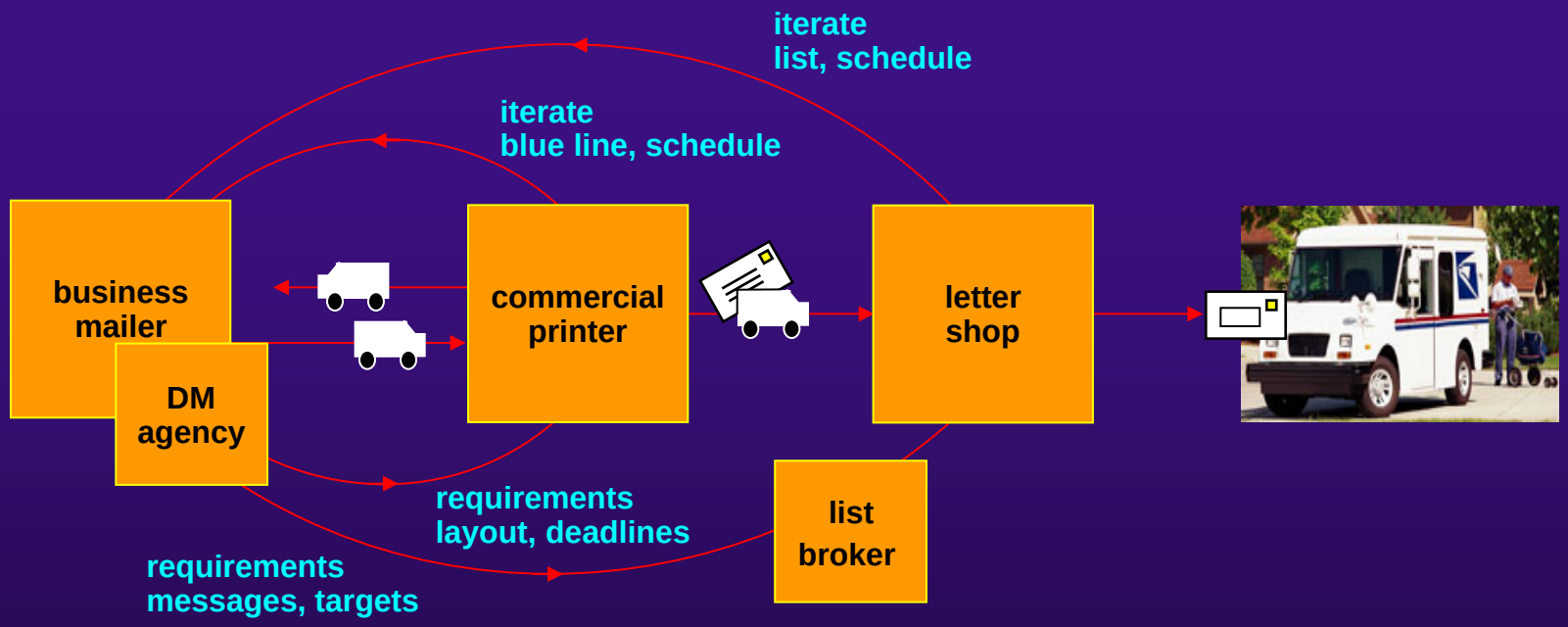
mail

Pro's : Higher quality; more free time

Con's: More expensive; takes longer; no personalization

Process Choices

Commercial Print Production



Pro's : Best quality; complete design freedom

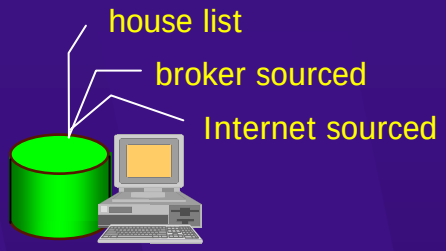
Con's: Most expensive for short runs; 3 weeks required; lots of details to manage

Process Choices

Mail-on-Demand

Time Required: Minutes

compose



address

integrated letter shop function

fold, insert & stamp

proof

integrated commercial printer

produce

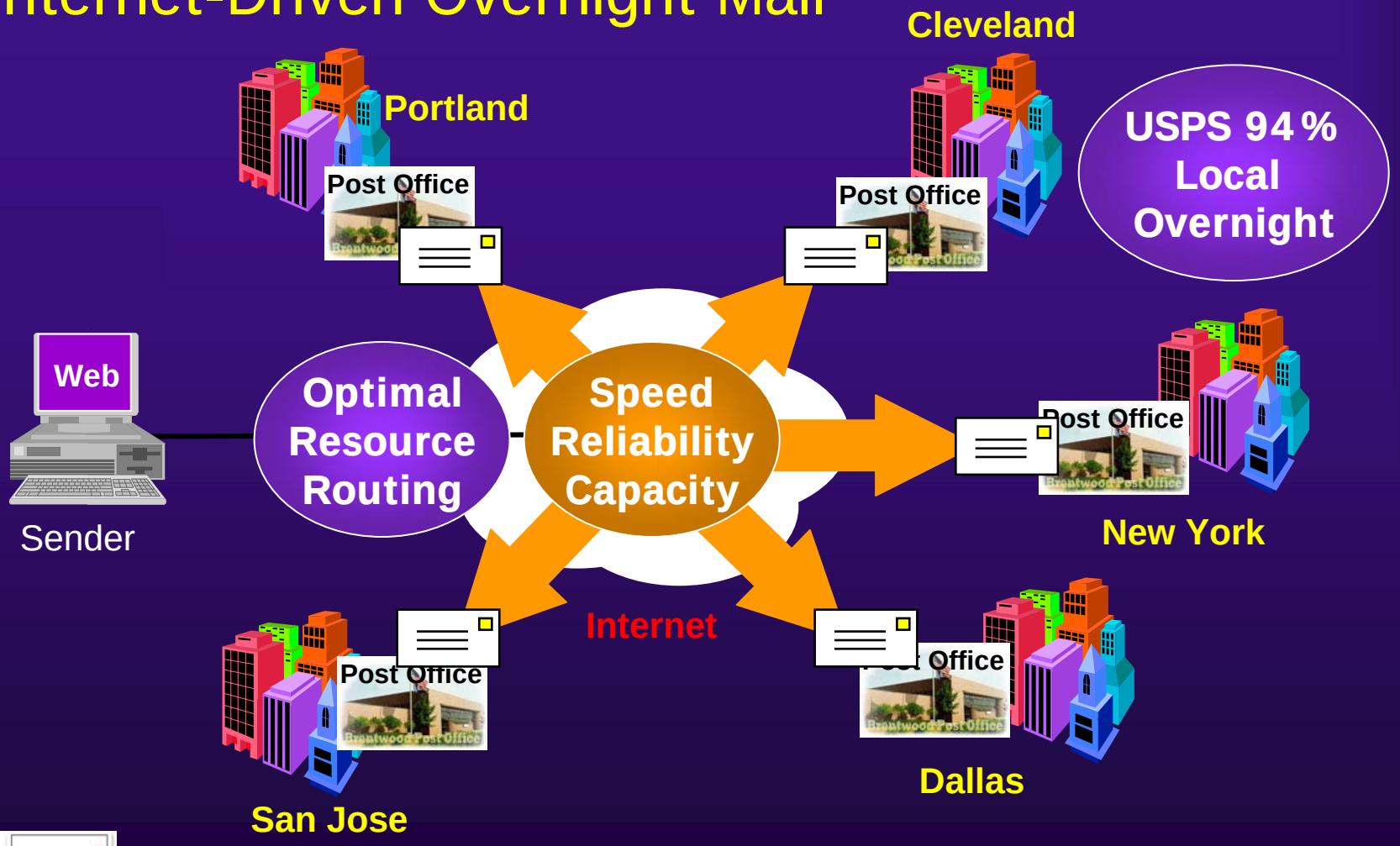
mail

Pro's : High quality; fast; easy; inexpensive

Con's: Restricted formats

The Zairmail Solution

Internet-Driven Overnight Mail



The Zairmail Solution

Zairmail Express Direct

- Get Results Fast
  - Route nationally
  - Produce mail locally
  - Optimal letter traffic
- Minimize Frustration
  - Single point of contact
  - Your choice of interaction
  - Eliminate manual labor
- Maximize Value
  - Production choices
  - High quality output
  - High volume production facilities

biz.zairmail.com

Commercial Quality
Fast, Easy, and
Inexpensive

Conclusion

- Primary Goal
  - Maximize ROI
  - Minimize costs
  - Maximize returns
- Choices Galore
  - Process elements
  - Process choices
- Direct Mail is Critical
  - Not rocket science
  - Touch the right people
  - With the right offer
  - Grow your profits!

zairmail

Your Special Delivery[tm]

United States Postal Service

www.uspsdirectmail.com