

# the idea pack



**Every Door Direct Mail**

Vol. 2. Issue 2.

# EDDM Explained

Every Door Direct Mail is a new way to think about marketing your business to every door in the neighborhood without the need for specific addresses or names. The United States Postal Service's EDM program allows you to have your postcards delivered to individual neighborhoods, using carrier routes. You identify the carrier routes and control the drop date and the USPS delivers directly to every door on the route. You save the cost of purchasing a mailing list, and there's no permit required, which puts more money back into your campaign's pocket.



# EDDM Best Practices

- Go big or go home:**

The large format automatically sets you apart from the crowd. Use the tips below to make the most of that real estate.
- Use a special stock or finishing effect:**

High gloss UV, soft touch coating, foil stamping and embossing are great ways to make your piece unique and eye-catching.
- Make sure your headline is large and demands attention:**

You have approximately 12 seconds to grab the attention of your audience, so make it count. You want your headline to be compelling and entice people to keep reading and interacting with your mailer.

A Picture is Worth a 1000 Words: Less really is more when it comes to getting and keeping the attention of your prospects. Infographics, photos and big, crisp graphics will help your piece stand out.
- Make the Mail Piece Interactive:**

Adding elements that engage the customer is a great way to make an impression. Custom features like scratch offs are a great way to reveal offers and giveaways.
- Have a clear Call to Action:**

Make sure it is clear what a customer/prospect is supposed to do next and how they do it. Don't forget the basics like phone numbers and URLs.
- Track It:**

You want to make sure you can track the success of any mailing campaign, and this is especially important for EDM campaigns. Use unique coupon codes, URLs or phone numbers so you can track the success of your campaign.



Get the attention you deserve. Original marketing materials stand out to customers and make you look fantastic.

Let's get those creative juices flowing. Our printing experts are available to help you with any project, from simple automated folds that add interest, to design features that are new and trendy.

## Curb Appeal Painting

If your customer could basically be “anyone”, EDDM offers a broad strokes approach to secure new business. Cover entire carrier routes with a message about your offering. This piece gives prospects a risk-free reason to call, and it drives traffic to their site where they feature more examples of their work.



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## Bothell Furniture

EDDM was a perfect solution to give this retailer the legs needed to reach customers and drive traffic in critical Q4. This postcard uses an upcoming sale to entice readers. Info like location, store hours, and contact information make it a comprehensive piece that provides all the details needed to respond.

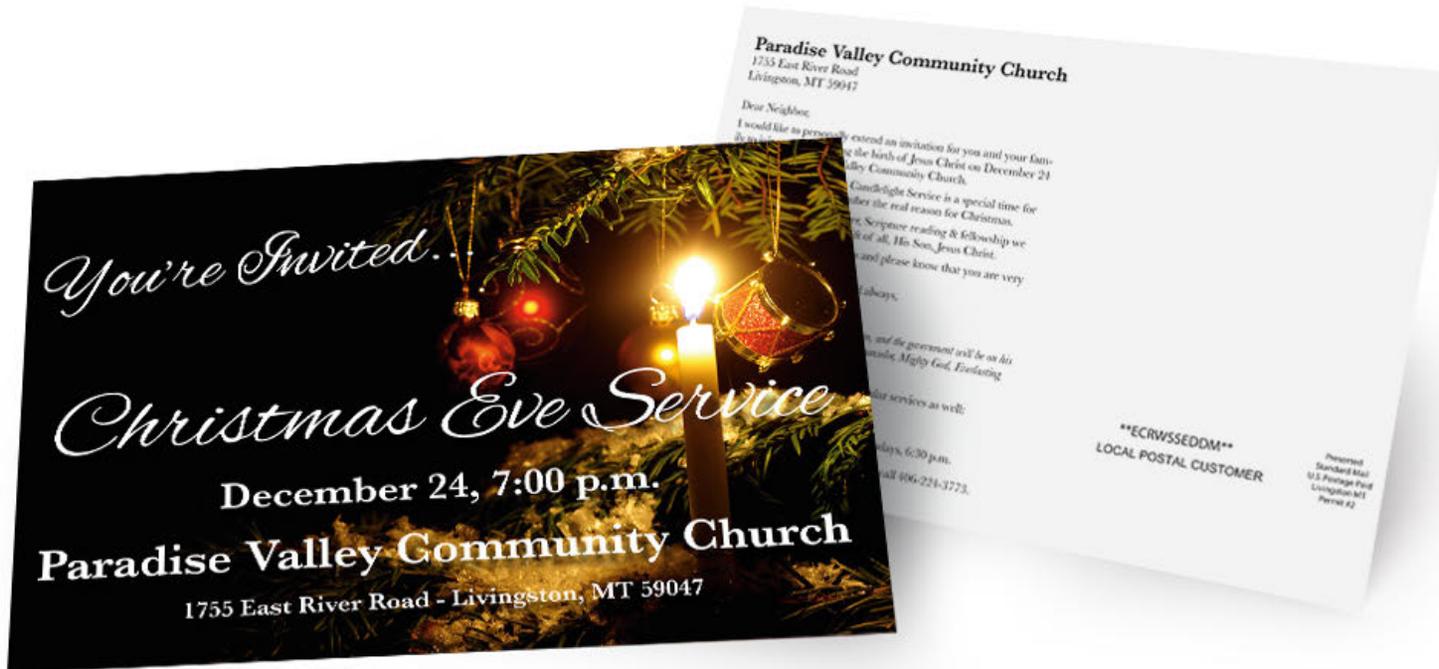


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## Max Delivery

Nothing delivers new customers and growth like EDDM. The low cost per piece associated with this program make it a go-to tactic for businesses large and small. This particular example does it all. A traceable offer, clear redemption guidelines, testimonials, and notable press make it a total success.



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## Paradise Valley Community Church

EDDM is one of the most cost effective and results oriented methods for converting prospects into customers. This mailer highlights a specific event and provides a personalized letter written by the Church's Pastor. By including a website, prospects can continue the discovery process beyond this touch.



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## Apple Tree Landscaping

Increase exposure with EDDM and branch out to new customers with a blanket approach that covers all homes and businesses on a carrier route. This well-timed piece prompts prospects to think about upcoming yard maintenance. It offers persuasive testimonials with images and contact information.



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