



**BRAND MARKETING
MAIL**

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Key Mail Strategies

1

Generate Demand Personal Correspondence

2

Mail -Integrated Marketing Mix

3

Grow Political

Recruitment National Card & Letter Writing Month

74% Noted the ad

54% planned on writing a letter with their child

Magazine ad
1,300,000



Banners
350,000

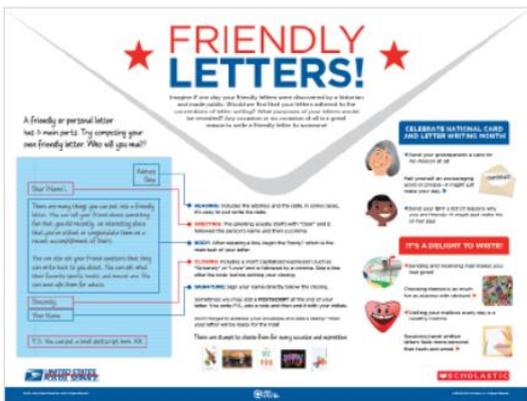


E-newsletters
130,000



Classroom posters and lesson plans 22% of 3rd and 4th grade teachers: 79,000

Send-home sheets 2,528,000



90% Classrooms hung the poster

80% Students wrote letters



Mail as a Media Channel



**OUR
CUSTOMERS**
—★—
**are connected
across their
media
and devices.**

MARKETING IMPACT CALCULATOR

USPS MARKETING IMPACT CALCULATOR

MAXIMIZE THE POWER AND POTENTIAL OF YOUR SPEND WITH DIRECT MAIL.

SEE HOW MAIL CAN SERVE AS THE FOUNDATION OF YOUR INTEGRATED MARKETING CAMPAIGNS TO:

- ★ BOOST AUDIENCE RESPONSE
- ★ INCREASE REACH
- ★ EXPAND YOUR ROMI
- ★ AND BUILD THE LIFETIME VALUE OF YOUR CUSTOMER RELATIONSHIPS

INTEGRATE MULTIMEDIA CAMPAIGNS

Direct mail tangibly invites interest and action—and can carry added digital dimension that integrates with your high-level campaign. It can then offer a true omni-channel experience that makes lasting impact.

BEGIN LIFT PROCESS

STREAMLINE YOUR RETURNS

At the end of the day, numbers are everything. The more you understand the factors contributing to direct mail campaign outcomes, the better you're empowered to make a solid marketing plan that maximizes ROI.

CREATE A SCENARIO

TOTAL SPEND	% OF SALES
ORIGINAL: 21,000.00	6.8
NEW: 45,000.00	5.1

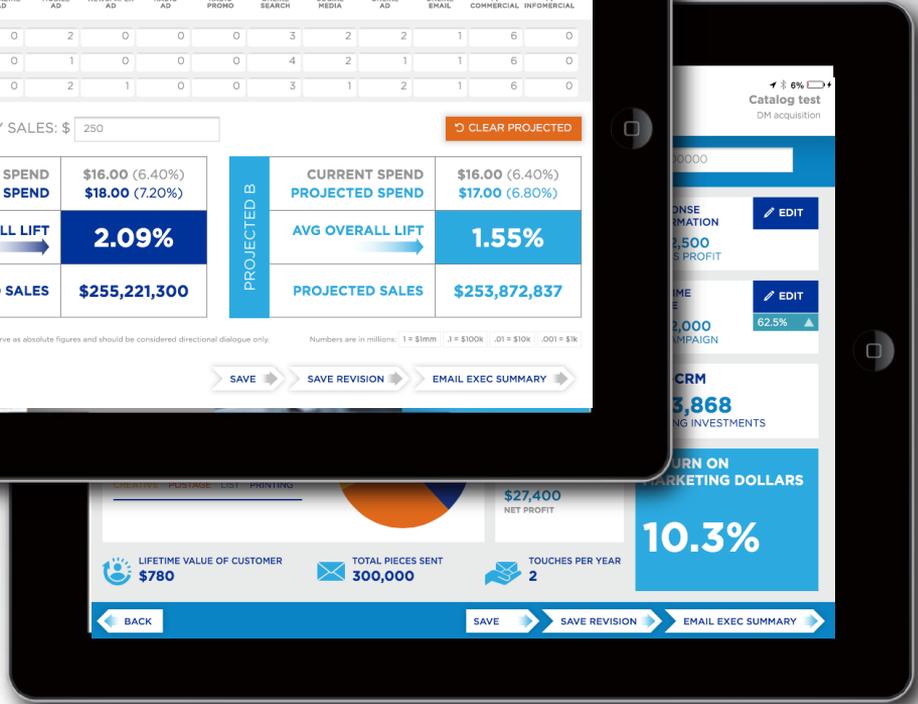
ORIGINAL SALES LIFT \$50,000.00

NEW LIFT **7.7%**

PROJECTED NEW SALES LIFT \$58,000.00

CANCEL **SAVE** **EMAIL AND SAVE**

MEASURING IS KEY TO EFFECTIVENESS & ADOPTION



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AT&T 3G 12:04 PM 6%
Catalog test DM acquisition

TYPE: Catalogs BUDGET: 1000000 VOLUME: 300000

CAMPAIGN OVERVIEW

- PECES MAILED
- PRODUCTION COSTS
- NET PROFIT

ORIGINAL 300000 X2 600000 X5 1500000 X10 3000000

RESPONSE INFORMATION: \$292,500 GROSS PROFIT

LIFETIME VALUE OF CAMPAIGN: \$702,000 (62.5%)

ESTIMATED RESPONSE RATE: 3%

LTV-CRM: \$23,868 MAILING INVESTMENTS

RETURN ON MARKETING DOLLARS: 10.3%

ESTIMATED PROFITS: \$265,100 CAMPAIGN COSTS

\$27,400 NET PROFIT

CAMPAIGN COSTS: \$1,000,000

- CREATIVE
- POSTAGE
- LIST
- PRINTING

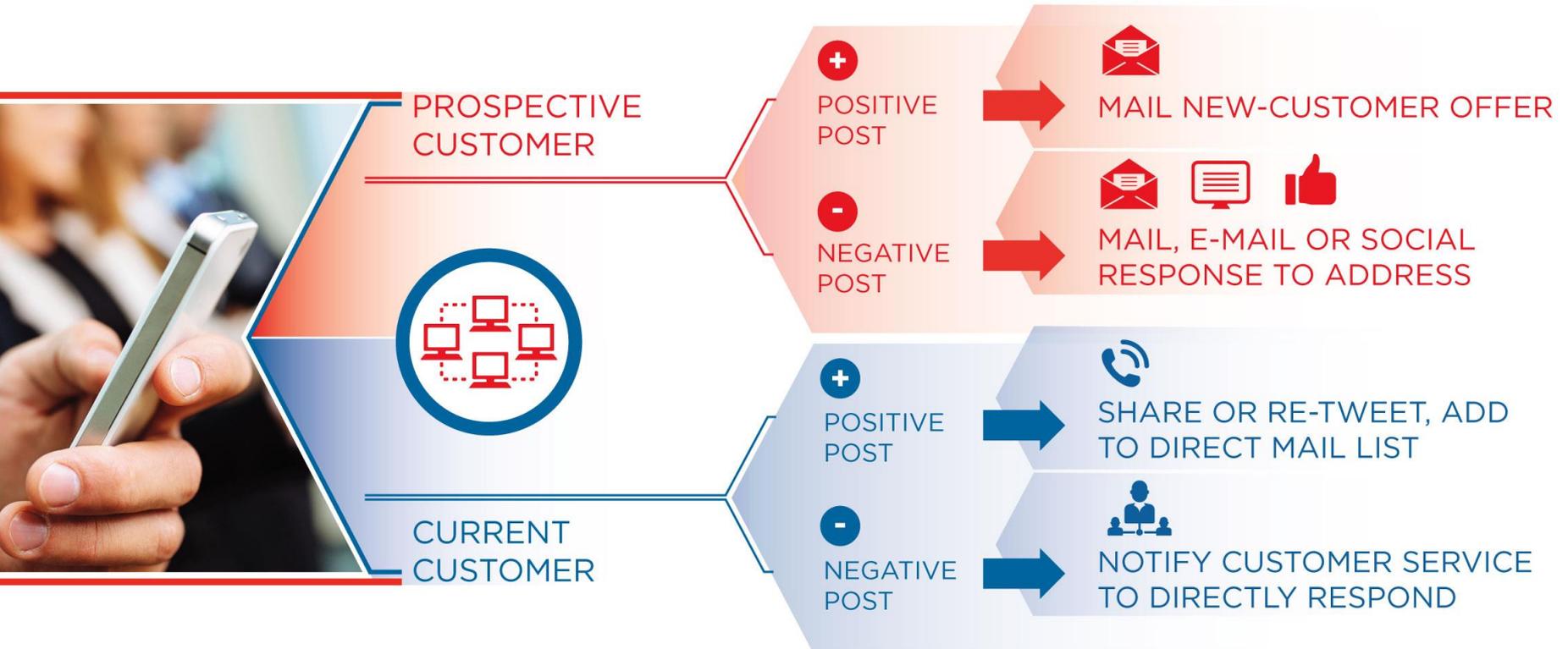
LIFETIME VALUE OF CUSTOMER: \$780

TOTAL PIECES SENT: 300,000

TOUCHES PER YEAR: 2

BACK SAVE SAVE REVISION EMAIL EXEC SUMMARY

USING SOCIAL MEDIA TECHNOLOGY TO TRIGGER EITHER A DIGITAL OR DIRECT-MAIL RESPONSE TO CUSTOMERS



INFLUENCER SEEDING STRATEGY



FAST COMPANY

ADWEEK

WSJ

WIRED

Communication Arts

AdAge

THE HUFFINGTON POST

BCtoB
THE MAGAZINE FOR MARKETING STRATEGISTS

ClickZ

iab.



ANA
Association of National Advertisers

Marketing Land

FORRESTER

Gartner

TED Ideas worth spreading

USPS Advertising

- Case Studies
- Print Ads
- Direct Mail

Empowering the Cap Business Physical and Digital
Building a more successful business with innovative technology

THE CHALLENGE
Cap Business needed a way to reach its customers more effectively and increase sales. The challenge was to create a campaign that was both physical and digital, and that could be easily managed and tracked.

THE SOLUTION
USPS provided Cap Business with a Direct Mail campaign that included personalized letters and QR codes. The QR codes linked to a digital landing page where customers could learn more about Cap Business and its products.

THE RESULTS
Cap Business saw a significant increase in sales and customer engagement. The Direct Mail campaign was highly effective in reaching its target audience and driving traffic to its website.

KEY TAKEAWAYS
USPS Direct Mail is a powerful tool for reaching your target audience and driving results. Personalization and digital integration are key to a successful Direct Mail campaign.

MAIL CAMPAIGN CROSS-SALES

DIRECT MAIL CROSS-SALES
HOW CAN WE HELP YOU?

CHALLENGES
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THRILLING **INTELLIGENT**
CUSTOMIZED **PLAYFUL**

From thrilling augmented reality experiences and playful NFC engagements, to personalized printing techniques and intelligent ways to track results, our new **Irresistible Mail™** book is full of inspiration to help your next direct mail campaign stand out from the crowd.

Get your **FREE** edition at usps.com/irresistiblemail

IRRESISTIBLE

GET A FREE EVERY DOOR DIRECT MAIL® ADVERTISING KIT*
usps.com/zoom

BUSINESS REPLY MAIL
FIRST CLASS PERMIT NO. 10000 WASHINGTON, DC 20541

UNITED STATES POSTAL SERVICE
TOTAL POSTAGE AND FEES PAID \$0.00

USE DATA TO REACH YOUR POTENTIAL CUSTOMERS. SEE HOW TODAY.

ZOOM IN TO FIND PROMISING PROSPECTS
USPS BUSINESS REPLY MAIL

MEET THE LATEST HANDHELD DEVICE FOR MOBILE MARKETING.

USPS Business Reply Mail is a powerful tool for reaching your target audience and driving results. Personalization and digital integration are key to a successful Direct Mail campaign.

UNITED STATES POSTAL SERVICE

SEE HOW SWEET YOUR MAIL CAN BE.

USPS Business Reply Mail is a powerful tool for reaching your target audience and driving results. Personalization and digital integration are key to a successful Direct Mail campaign.

UNITED STATES POSTAL SERVICE

Promotions Calendar

How can we help the industry amplify?





Political



Questions

