



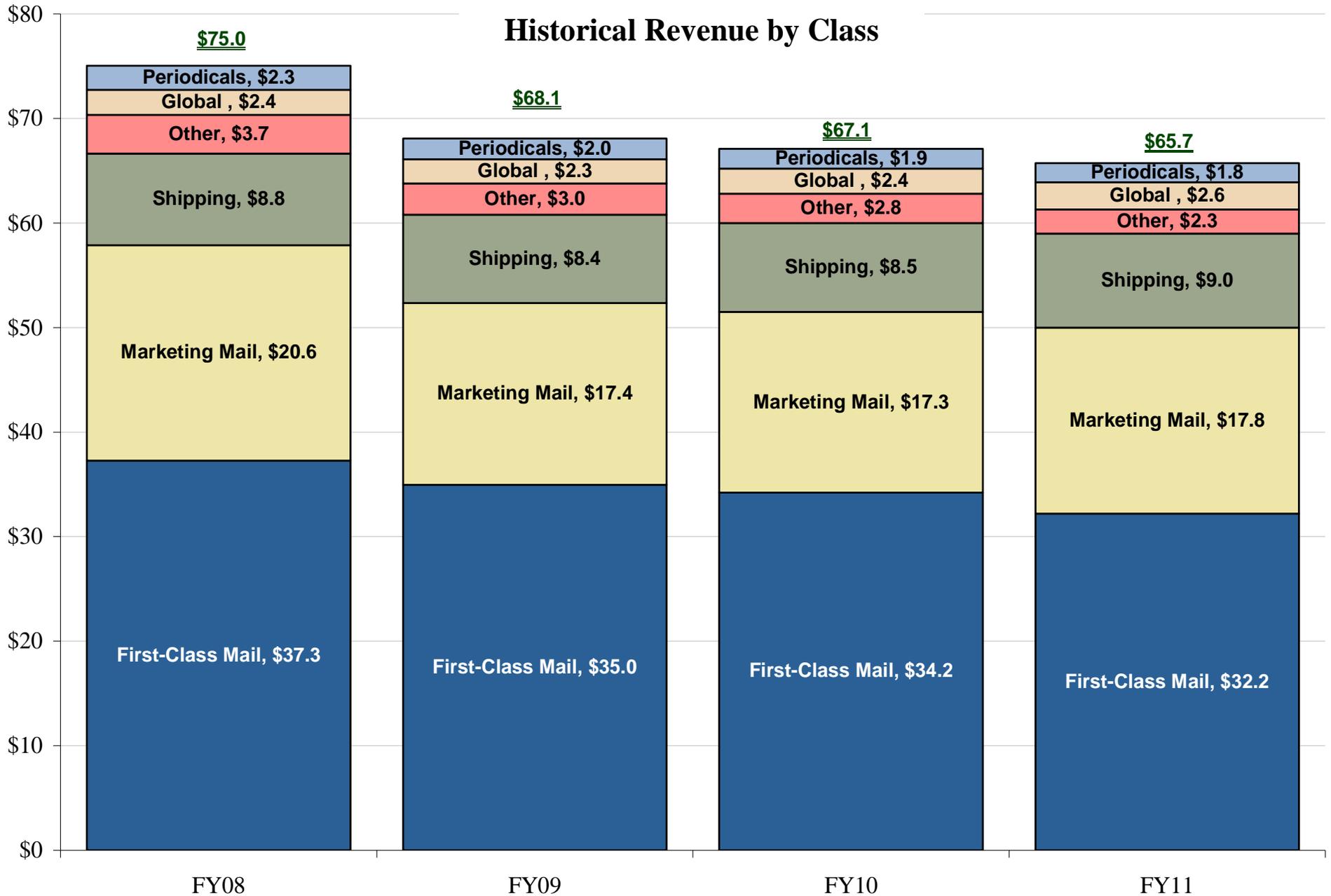
Marketing Plan & Strategy MTAC

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President & CMSO

November 30, 2011

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Historical Revenue by Class





First-Class Mail

1. Slow diversion by adding value to hard copy to differentiate it from digital
2. Embracing new opportunities from digital and social media

Marketing Mail

1. Simplify the use of Marketing Mail
2. Enhance its value with emerging technologies

Shipping Services

1. Develop solutions to target the B2C shipping needs of the growing eCommerce market



First-Class Mail – 2011

- New Ad Campaign – Value of Mail
- Reply Rides Free (BRM) –
 - Added materials at no added cost; provides greater value
- Alternate Postage –
 - Simplifies customer experience when buying and mailing greeting cards.
- Custom Picture Permit - Launched
- Apple Cards App - Launched





First-Class Mail – 2012

Increase the Value of Mail & Simplify

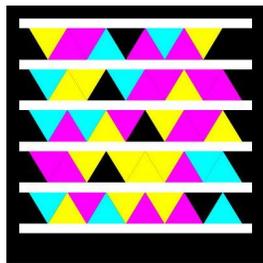
- 2nd Ounce Free
 - Build connections and advertise
- Customized Picture Permit
- QR Codes
 - Drive directly to websites
 - Increase Value w/ e-Enhancements
 - Help Drive Actual Transactions / Leverage Digital Opportunities
 - Explore Opportunities to use tags that link to Social Media
- Continue to Keep Rates Low
- Exploring options and opportunities within a Digital Strategy
- Investigating enhancements to Election Mail – enable all citizens to vote





Standard Mail – 2011

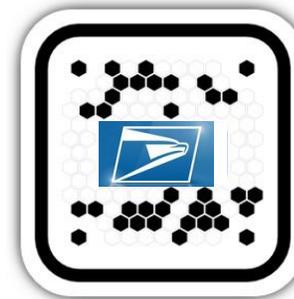
- 2011 revenue increased 2.9% to \$17.8B
- Initiatives that encouraged this growth:
 - Every Door Direct Mail
 - Mobile Barcode Promotion
 - Success in driving awareness of this technology
 - Adoption was strong and far exceeded initial expectations
 - Keep Prices Low



MS Tag



QR Code



Bee Tagg



Standard Mail – 2012

Making it Easier to Advertise:

- **Every Door Direct Mail (EDDM)**
 - Focus on New Areas for Growth
- **Direct Mail Hub**
 - Online platform linked to usps.com
 - Expand Nationally
- **Expand Promotions**
 - Promote the value & relevance of mail
- **Continue to Keep Rates Low**
- **Increase Value w/ e-Enhancements**





**For notes only -- will not
show in slideshow**



Shipping – 2011

Shipping Services revenue grew 6.3% to \$9.0B

- Supporting this growth were:
 - Introduction of Priority Mail Regional Rate Boxes,
 - Re-positioned First-Class Mail Parcels
 - Priority Mail Flat Rate Boxes (FRB).
 - Flat Rate Box Campaign





Shipping – 2012

- Capitalize on the growth of B2C Online sales
(both domestically and internationally).
- All Market Dominant Package Products Will Undergo a Review to Determine if They Can be Moved to Competitive
- Returns Enable eCommerce
- Forever Priority Mail Flat Rate packaging
- Parcel Locker Test Begins December 6th
- Implement **gopost**[™]





Introducing **gopost**

gopost – *Pick up. Ship Out. Get Going.*





- Global revenues increased 9.2% to \$2.6B
- Much of Global Revenue Growth can be attributed to its eCommerce Channel Providers.
- Focused on international sales efforts
 - 223 new agreements (250% over SPLY)
 - Inbound revenues grew 26% over SPLY
- Launch ePacket
 - China & Hong Kong
 - Facilitates eCommerce Globally



Capture new business from eCommerce w/ ePacketTM

- Singapore, Japan, and Mexico

Expand offerings:

- Global Direct Entry (inbound, outbound)
- New Market Export Initiative
- Grow Global
- Global Express Guaranteed
- Commercial Plus Pricing
- New Bi-Lateral Agreements
 - Singapore Post & Australia Post





USPS.com -- The Fully Integrated Platform Enables Growth for the Future

Platform



Hubs

Send Mail

Ship A Package

Manage My Mail

Business Solutions

APPS

Tracking

Click-N-Ship

Calculate A Price

EDDM Tool

Premium Forwarding

Real Mail Notification

PO Box

PO Locator

Zip Code Lookup

Premium Postcard

Cardstore

Click2Mail

DirectMail2Go

Direct Mail Quotes

Project Hill

QR Code Generation

TBD

TBD

More to be added in the future
USPS APPs

More to be added in the future
Partner Developed APPs



Recommendations