



The **Certified Direct Mail Professional (CDMP)** is designed for the mailing industry professional to develop and strengthen core skills that build and maintain successful Direct Mail business within this highly competitive environment. This course is sponsored by the USPS and was developed by a committee of USPS and mailing industry experts

The following subject areas are offered in the CDMP Program curriculum:

Introduction

- The Role of Mail in Today's Society
- Direct Mail Facts and Stats
- The Mail Moment
- 40/40/20 rule
- Return on Investment

Mailing Lists

- Why Lists Matter
- Types of Lists
- Cost vs Quality
- Data Mining
- Predictive Modeling
- Undeliverable as Addressed Mail
- Every Door Direct Mail

Mailpiece Creation

- Formats
- Creative Element
- Offer
- First-Class Mail
- Standard Mail
- Writing Copy
- Designing Mail to be Cost-Conscious

Response Rates

- Data and Statistics
- Cost per Acquisition by Media
- Campaign Strategy Response Rates
- Response Rates
- Importance of a Deadline
- Response Testing
- Setting Realistic Expectations
- Features and Benefits
- 7 Key Copy Drivers

Omni-Channel Marketing

- Multi-Channel vs Omni-Channel
- What is Omni-Channel Marketing?
- Omni-Channel Factors
- The Value of Mail
- Consistent Messaging Across All Platforms
- How Does Direct Mail Fit In?
- Cost of Various Advertising Methods

Technology

- Mail and Mobile Meet
- PURLs
- Quick Response Codes
- Video in Print
- Augmented Reality
- Variable Data Practices
- Near field Communication
- Intelligent Mail Barcode

Environment

- Data and Facts
- Recycling
- Costs
- Certifications
- Green Ideas for Mailers
- Direct Mail myths



The Education Subcommittee of the PCC Advisory Committee in collaboration with the USPS National Center for Employee Development (NCED) Team is **offering the CDMP Program to PCCs**. This is a **great opportunity** to offer the **CDMP Program to your PCC**. Please contact **Lisa Roth** at lisa.a.roth@usps.gov for information regarding scheduling the program including availability of dates.

Please be advised the **tuition costs** for the CDMP Program **includes ALL course materials, the exam and travel expenses for the instructors**. No additional costs will be incurred by the PCC, just the per PCC Member rate. This course is delivered in the field at a location determined by the PCC.

Tuition Costs for PCC Members

(Includes all course materials, exam & travel expenses):

\$450 per PCC Member (**minimum of 10** with a maximum of 14 paid attendees)

\$375 per PCC Member (**minimum of 15** with a maximum of 19 paid attendees)

\$340 per PCC Member (**20 plus** paid attendees)