Canada Post Relief Measures

On March 19, 2014, Canada Post announced some measures to provide some relief to businesses from the massive rate increase that commenced on March 31, 2014. The measures are as follows:

Temporary relief measures:

VentureOne customers will receive a 5% discount on the purchase of coils of stamps through the post office, online or by telephone. There is a condition: a minimum of 300 Permanent stamps must be purchased in a single transaction and the offer expires December 31, 2014. There is no cap on the discount, however to reach the $250 maximum for postage meter customers, you would need to purchase approximately 6,000 stamps between now and December 31, 2014.

Postage Meter customers will receive the same 5% rebate on postage to a maximum of $250 until December 31, 2014. No details have yet been released on when the rebates will be issued. We will put a note in our December newsletter reminding you to top up before the rebate expires!

Please note that postage meters have been removed from post offices as well as locations whose primary business is not mail. This is to prevent the selling of discounted postage through the meters. It is our understanding that Mail Service Providers may continue to provide metering services for their customers.

Permanent relief measures:

We are very pleased that, in response to NAMMU's requests, Canada Post has decided to permanently reduce the minimum volume requirement for Machineable Incentive Lettermail from 5,000 to 1,000. This is an important change for mailers who previously were unable to reach the minimum. The rate for Short/Long Machineable Incentive Lettermail under 30g is now $0.70 per piece, an additional $0.05 per piece lower than metering.

Canada Post also permanently dropped the minimum volume requirement for Machineable Addressed Admail from 1,000 pieces to 500 pieces. This is a very positive change and will make Addressed Admail a much more attractive option for many smaller volume mailers. Please note this minimum volume reduction DOES NOT apply to Addressed Admail LCP or Addressed Admail Machineable Presort.

NAMMU is still promoting the value of reducing the volume for these service options and we will let you know if Canada Post makes the change.

Adding Landing Pages to Direct Mail

An excellent e-newsletter by Joy Gendusa of PostcardMania was published in February, 2014. In this newsletter, Ms. Gendusa explains the importance of creating a dedicated landing page for direct mail campaigns. She explains that these pages serve as "your online receptionist for your direct mail prospects". The pages allow you to continue the conversation with your prospect and communicate your marketing message with people who are interested enough in your product or service to visit the page.

Prospect information can be captured on landing pages through the use of a contact form. This could provide the prospect with answers to questions, an information package, or coupons. The contact information allows for better follow-up and results in a higher conversion of prospects to customers.

Generating a landing page that works will require several elements, according to Ms. Gendusa.

•   A consistent design and message between the direct mail piece and the landing page. A different look or feel could be perceived as spam, losing the interest of the prospect.

•   An engaging headline to capture interest and engage them enough to fill out the contact form.

•   A free offer to visitors for filling out the contact form. This could include a free report, consultation, coupon, etc.

- A contact form with the minimum number of fields. Asking for too much information in the contact field can turn off prospects. Make it quick and easy to complete. Adding address verification (ask Flagship how!) can decrease keystrokes and increase the accuracy of the contact information.

- Add trusted logos to the website. This could include industry affiliations, Chamber of Commerce and Better Business Bureau logos, etc. Put these near the contact form to make the prospect feel reassured.

- Your contact information including a mailing address and phone number. This will build credibility and allow very interested prospects to contact you without delay. Many companies use landing pages with their direct marketing and find it drives lead generation and can have a significant positive impact on the ROI of a campaign both for Unaddressed and Addressed Admail™ campaigns.

Addressed Admail™ mailings can use personalized landing pages (PURLs) which are tailored to the recipients for an even more customized marketing approach. However, a landing page, even without personalization, can be a powerful addition to a direct mail campaign.

Ms. Gendusa's full article can be accessed at: www.mailingsystemstechnology.com

Reminder: Customer Newsletter available in iAddress™!

You can access the current customer newsletters as well as the previous ones from the iAddress™ Help menu. Simply click on the Newsletter tab and select from the menu.

Referrals List

For all our new customers, we at Flagship Software receive calls and emails each week from companies interested in mailing out materials. If you would like to be added to our referrals database, please let us know! Please send your information to Virginia, at Virginia@flagshipsoftware.com, and include the following information:

- Company Name

- Contact Person (or department)

- Contact Phone Number

- City and Province

- Services Offered (Design, Print, Mail, plus any speciality services)

- Preferred Size of Mail Jobs:

- Small (<5,000 pieces)

- Medium (5,000 to 25,000 pieces)

- Large (25,000 to 100,000 pieces)

- Very large (100,000 pieces)

iAddress™ Web Training

Flagship Software continues to offer **Web Training**!

If you are a new customer, would like a refresher course on *iAddress™* or if you have new hires, please contact Carolyn at 1-866-672-0007 ext. 3 or **carolyn@flagshipsoftware.com** to schedule a web session.

If you wish to be removed from this newsletter list, please email us at **newsletter@flagshipsoftware.com** or call 1-866-672-0007.