

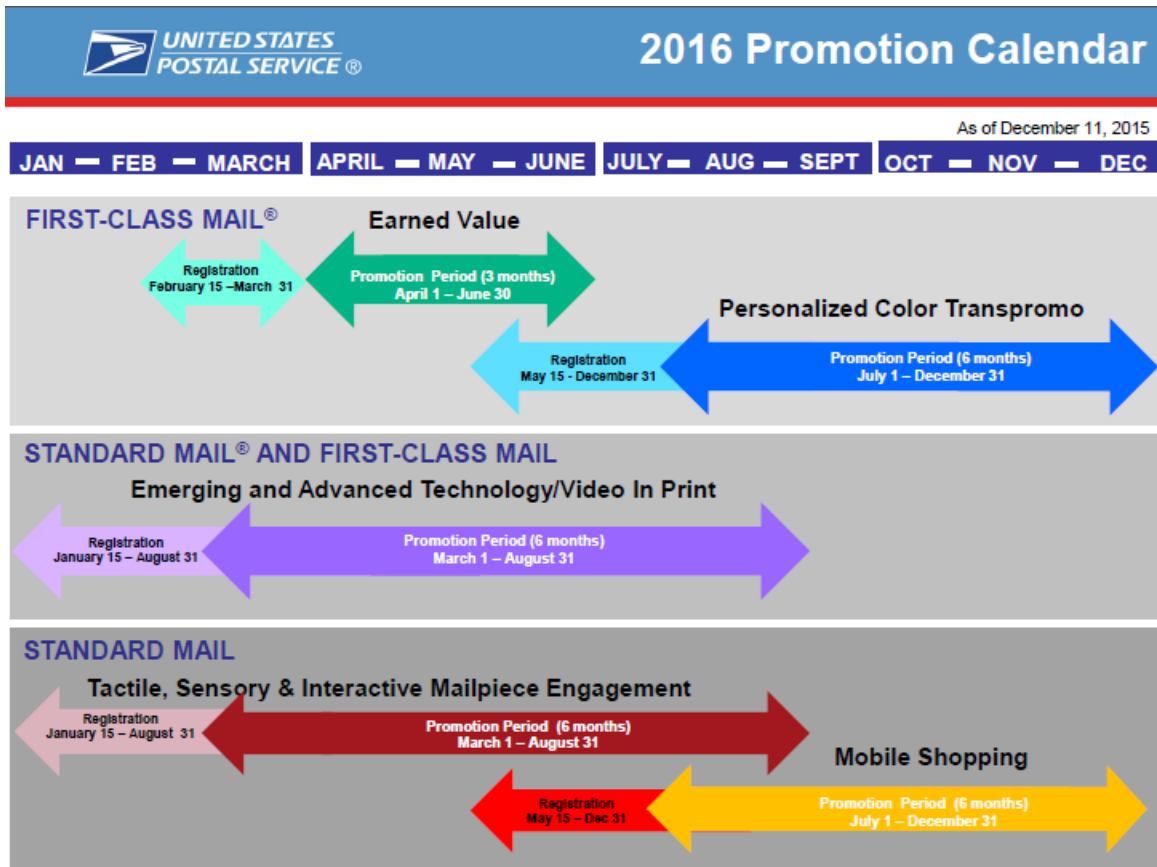


iAddress™ Updater

February 2016, Volume 9, Number 2

US Postal Promotions

The USPS has introduced 5 incentive programs for 2016. The calendar with registration and promotional periods is shown below. Enrollment user guides can be accessed at https://ribbs.usps.gov/maillingpromotions/documents/tech_guides/IncentiveProgramsEnrollmentGuide.pdf.



1. Earned Value

- Credits will be earned by eligible mailers using Business Reply Mail (BRM) and Courtesy Reply Mail (CRM) enclosures. Credits will be applied to future mailings. Eligible mailings include:
 - Business Reply Mail
 - Courtesy Reply Mail

2. Personalized Color Transpromo

- Eligible mailers include personalized colour transpromotional messaging on their bills and statements. There is an upfront discount of 2% of eligible postage. This applies to:
 - First-Class Mail commercial letters as part of an IMb Full-Service mailing

3. Emerging & Advanced Technology/Video in Print

- Mailers must incorporate approved emerging or advanced technologies in their mailpiece to be eligible. The discount is 2% of eligible postage and is applicable to:
 - First Class Mail presort and automation letters, cards and flats
 - Standard Mail letters and flats
 - Nonprofit Standard Mail letters

4. Tactile, Sensory, & Interactive Engagement

- Mailers must incorporate a multi-sensory experience in their mailpiece to be eligible. The discount is 2% of eligible postage and is applicable to:
 - Standard Mail letters and flats
 - Nonprofit Standard Mail letters

5. Mobile Shopping

- Mailers that integrate mobile technology with their direct mail including direction to a social media “Buy Button” are eligible. The discount is 2% of eligible postage and include:
 - Standard Mail letters and flats
 - Nonprofit Standard Mail letters

National Postal Forum

The National Postal Forum will be held in Nashville, TN from March 20 through March 23, 2016. This is an annual conference that features workshops on a variety of (primarily) US mailing-

related topics as well as an opportunity to see the latest equipment and supply innovations. Our General Manager, Kristi Kanitz, will be presenting a workshop on Canadian Mail Changes on Wednesday, March 23, 2016 at 8:00am. She invites you to stop by and say hello if you are attending the conference! Information on the NPF can be found at: www.npf.org.

The Case for Direct Mail

Advertising your products and services is a fact of business. Every company must decide how best to spend their advertising budget to receive the best returns. Direct mail has been well studied over the years both as on its own and in comparison to other advertising. This year we will have a series of articles exploring various aspects of direct mail that will explore why this advertising medium is still relevant and how it works best. This month, we will look at the major benefits of direct mail over e-mail marketing. The bottom line in all of the studies? Direct mail does work. Study after study confirm that consumers prefer direct mail over other advertising channels. Here are just a few of their results:

- 45% of consumers thought this was the best way to communicate with them and 44% ranked direct mail as their preferred form of direct marketing (Wilmington Millenium, 2015)
- 77% of recipients sort their physical mail when they receive it (Epsilon, 2012)
- 98% of recipients pick up their mail the day it is delivered (USPS, 2011)

So what is it about direct mail that makes it attractive to consumers? There are some broad reasons for its ability to return ROI and Canada Post has drilled down even further to look at the way in which humans interact with their mail on a neurological level which we will examine in a later article. One of the challengers to direct mail in the past years has been e-mail marketing. Once hailed as an incredibly cheap way to reach consumers, e-mail has been losing its shine. Here are some main advantages of direct mail over e-mail marketing.

- **Direct Mail gives you many ways to attract attention**

E-mail gives you a subject line to grab your recipient's attention. If that convinces them to open your message, you can include images, copy and attachments to persuade them of the value of your goods or services. Studies show recipients are more likely to open an e-mail from a brand they recognize and trust, however, in most cases it still comes down to that single subject line to make your case.

Physical mail on the other hand, allows you to attract the recipient's attention in so many ways. The message, the shape, size, colour, enclosures, fonts, and combinations of all of these will connect and engage with the recipient. Mail, especially with samples, is very attractive to

recipients. It can be targeted to an incredible degree to appeal to the recipient through variable images or messaging. This high degree of personalization leads to its next strength:

- **Direct Mail is more personal**

Other than door-to-door sales, there is no other advertising medium that allows you into your recipient's home or office. You are up close and personal with your prospects and pitching your products and services directly to them. Recipients spend more time with a mail piece than they do with an e-mail message and they are generally less distracted when they spend that time. We are multi-taskers on the computer, checking our e-mail, social media sites or just surfing the web. That cuts down on the time they spend with an individual message if at all. So compared, in particular to e-mail:

- **Direct Mail has less competition**

Many people don't look at their e-mails daily so when they do, the number of unread messages is so high that the most they do is scan the subject line before their "Select All" and "Delete", a phenomenon known as "inbox overload." Their physical mailbox, however, is less cluttered which makes advertising mail stand out. The following is a real screen shot from a friend's phone. It seems pretty obvious that a flyer in her mailbox will receive more attention than one of the promotional emails in her inbox!



- **Direct Mail is more trustworthy**

Phishing is becoming increasingly sophisticated and the media is reporting data breaches on an ever more frequent basis. To cut down on fraudulent traffic, many e-mail applications won't display images or graphics without the recipient's permission and often will filter e-mails with attachments to a junk folder. Brilliant design and catchy copy only work if the prospect sees it, which is far less likely in an e-mail message. And although identity theft is an ongoing problem, there are much simpler and faster ways to steal personal information than breaking into mailboxes and stealing mail. Mail is seen as more secure than electronic communications and studies back this up, showing that recipients continue to trust the mail and in fact value mail from brands they know and trust.

Direct mail will get your prospect's attention. It lets you into their home or office with a message designed to appeal to them personally. It is visible and trusted. For these simple reasons, direct mail continues to bring value to the companies that know how to use it effectively. But the appeal of direct mail goes deeper than this and next time we'll look at Canada Post's

fascinating study into the neuroscience of direct mail.

Please feel free to share this information with your marketing department or your clients; if you have any questions or would like additional information, please contact Kristi@flagshipsoftware.com .

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.

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