



POSTAL NEWS

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It's Never Been Easier to Send Direct Mail *Post Offices Nationwide Offer Free 'Grow Your Business' Seminars*

WASHINGTON — It's now easier for small-business owners to harness the power of direct mail to drive traffic, attract new customers and increase revenue. That's because the U.S. Postal Service recently introduced Every Door Direct Mail, a simple, low-cost service that allows local businesses to market to every address in their neighborhoods without the need to rent mailing lists.

Every Door Direct Mail uses mail-delivery route information, instead of names and exact addresses, to reach targeted groups in specific geographic areas. The mail can be addressed to "Postal Customer," "Residential Customer," or "PO Boxholder" and dropped off at a local Post Office. Every Door Direct Mail saves mail preparation time and money and is delivered by local, trusted Postal Service carriers.

Businesses use a simple online tool at <https://smp.usps.gov> to identify neighborhoods and number of households, prepare mailing documentation and calculate postage. With Every Door Direct Mail, no permits are needed, and there are no special fees.

To teach local businesses about Every Door Direct Mail — including a demonstration of the online tool — local Post Offices are holding free *Grow Your Business Days* seminars throughout the summer.

"Every Door Direct Mail is ideal for restaurants, doctors' offices, hair salons — or any kind of local business that is not currently using the mail," said Paul Vogel, president and chief marketing/sales officer. "Direct mail has long been a proven advertising tool of choice of successful large businesses and Fortune 500 companies to promote products and drive sales. Now it's easier and less expensive for small businesses to grow using direct mail.

"Direct mail has strengths other advertising media can't claim — it's personal, tangible, portable (to re-read later and share with others), manageable and measureable," Vogel added.

According to the Direct Marketing Association, every \$1 spent on direct mail generates \$12.57 in sales.

For more information about Every Door Direct Mail and *Grow Your Business Days* seminars, visit www.usps.gov/everydoordirectmail.

The Postal Service receives no tax dollars for operating expenses, and relies on the sale of postage, products and services to fund its operations.

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A self-supporting government enterprise, the U.S. Postal Service is the only delivery service that reaches every address in the nation, 150 million residences, businesses and Post Office Boxes. The Postal Service receives no tax dollars for operating

expenses, and relies on the sale of postage, products and services to fund its operations. With 32,000 retail locations and the most frequently visited website in the federal government, usps.com, the Postal Service has annual revenue of more than \$67 billion and delivers nearly 40 percent of the world's mail. If it were a private sector company, the U.S. Postal Service would rank 29th in the 2010 Fortune 500. Black Enterprise and Hispanic Business magazines ranked the Postal Service as a leader in workforce diversity. The Postal Service has been named the Most Trusted Government Agency six consecutive years and the sixth Most Trusted Business in the nation by the Ponemon Institute.