

Mail Marketing



Why Choose Mail Marketing?

- Studies show people are **more likely to engage** with mail than digital marketing.
- **Audience accuracy** and precision using mailing addresses.
- Flexible **scalability** for all businesses.

What are the different types of mail marketing?

When considering a mail marketing campaign your first step is deciding if an EDDM (Every Door Direct Mail) campaign or a List Mail campaign will be most effective for your business. Compare the benefits of each here:

EDDM Every Door Direct Mail

Delivered to every house on a postal route. Browse routes at: <https://eddm.usps.com/eddm/select-routes.htm>

Great for local promotions and community based messaging.

EDDM minimum size is 6.125" x 9".

Affordable postage rates.

List Mail

Delivered to highly targeted list of individuals or businesses based on specified demographics.

Great for discovering new customers and broader geographic campaigns

Flexible mail sizing from 4" x 6" to 8.5" x 11".

Utilize variable data to personalize mail to the recipient.

What industries most commonly send mail?

Every business has the potential for mail marketing success when working with an experienced mail provider. That being said, the most common industries to utilize mail marketing are **real estate agents, healthcare offices, nonprofits, restaurants, and home services.**

How Printing Image can help:

Design

Our team of graphic designers will create custom mail pieces that stand out in your customer's mailbox.

Print

Your mail piece is a reflection of you, so we prioritize high-quality printing and paper for your project!

List

Our mailing list generation capabilities allow us to directly target your dream customers!

Execute

Our years of mail experience allow us to guide your project to success with the post office & your customers!

Let's get you on the road to mail marketing success!

Email sales@printingimage.com to speak to one of our mail professionals about your project!

PrintingImage
going beyond paper