



TARGET CUSTOMERS GROW YOUR BUSINESS!

Every mailing address.
No mailing list.

Reach every home, every address, every time.



TARGET YOUR AREA



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CALL TODAY FOR A FREE CONSULTATION!

Find the customers that matter most.

TELL THE WHOLE NEIGHBORHOOD WHAT YOUR BUSINESS HAS TO OFFER.

With Zippy Mail get postage as low as 14.5¢ per piece – and you don't even need to know names or street addresses. Simply identify the neighborhoods you want to target, we will print and mail your marketing piece with the day's mail to every address.

ADD THE POWER OF DIRECT MAIL TO YOUR MARKETING MIX.

No matter what marketing channels you're using, mail gives you a one-to-one connection with consumers that's hard to match. The Little Book of Bigger Returns (Royal Mail Group Ltd. 2011) found that mail boosted ROI by 20% when it was part of an integrated campaign. Mail also helped increase the lift of local ads by 44% and online campaigns by 62%.

WHAT ZIPPY MAIL BRINGS TO YOUR MARKETING EFFORTS.

- **REACH CONSUMERS IN THEIR HOMES.** -You can saturate an entire neighborhood with your message, and your mailing gets directly into the homes and hands of consumers.
- **AS MUCH OR LITTLE SPACE AS YOU NEED.** - Flexible range of sizes – making it ideal for anything from a quick sales announcement to an in-depth product story.
- **HELPS YOUR MESSAGES WORK HARDER.** -You can include coupons, menus, event calendars, store maps, and more – all of which can help bring customers to your door.

Zippy Mail makes the USPS® Every Door Direct Mail™ service even easier!

"Zippy Mail is a great value, saved us lots on postage costs. The folks at Zippy Mail make it easy, we just pick out where we want to mail to and they handle the rest."

-Kevin Shortt
Andy's Frozen Custard



According to BizReport 2010, up to 85% of a store's customers come from a 5-mile radius. Now you can reach every address in the area surrounding your business – with Every Door Direct Mail® service.

Experience quality results for just pennies per mailout!

Advantages Zippy Mail:

- **TARGET** every customer without knowing names or addresses
- **REDUCE** postage and addressing costs
- **SIMPLIFY** the mailing process
- **MEASURE** results

WAYS TO PUT ZIPPY MAIL TO WORK FOR YOU.

Ways you can use direct mail to help draw more business to your location:

- **INVITE** customers to a grand opening or to a newly renovated or expanded space.
- **INCLUDE** special offers or "neighborhood only" deals – make customers feel valued and appreciated
- **ANNOUNCE** events like clearance sales, kids' days, anniversary celebrations, and holiday promotions.
- **PUBLICIZE** your participation in community events, such as sidewalk sales and seasonal activities.
- **HIGHLIGHT** hours of operation, especially if you're extending for the holidays or a special event

The USPS® Every Door Direct Mail™ service has revolutionized the way business can use direct mail. The idea has been used for years on rural routes. Now, it's available on city routes, where you can reach a much higher concentration of customers and prospects.

The idea is simple. Send mailings to every consumer in a given area without having to know names or addresses. Every Door Direct Mail lets you mail to every address on a carrier route, or multiple carrier routes, in an entire ZIP Code™, or even in a whole Sectional Center Facility (SCF) without the need to rent or maintain a mailing list. It also eliminates the cost of printing

specific names and addresses on every single piece.

With Every Door Direct Mail service, you have an attention-grabbing alternative to competing services like freestanding inserts (FSIs) in newspapers or other shared programs for a lower cost. Your piece stands on its own in the mail without sharing the spotlight. Recipients aren't overwhelmed with multiple offers and messages, giving them the opportunity to focus on what you have to say. Plus you can get into households that have become harder to reach due to the decline of newspaper subscriptions.

**Identify the neighborhoods you want to target,
have the customers undivided attention!**