



Promote your small business in 4 easy steps.

Every Door Direct Mail®
service from USPS.



66%

of consumers surveyed engaged with or acted on the direct mail they received.*

*National Postal Forum, "The Future of Direct Mail," March 2022 Survey.



67%

of surveyed marketing executives say direct mail has the best return on investment of all channels their companies use today.**

**Lob, "The State of Direct Mail 2022," survey of 170 U.S. marketing executives.



Every Door Direct Mail® marketing.

A powerful, low-cost way to reach potential customers.

In just a few easy steps, Every Door Direct Mail (EDDM®) service from USPS can help you connect with customers in your community. This kit will tell you more about the program and includes three sample mailpieces for ideas on how you can successfully market your business. **Get started today at usps.com/eddm-service**

Dear Savvy Business Owner,

Welcome to your Every Door Direct Mail® (EDDM®) introduction. You're just steps away from making powerful customer connections with an easy, affordable direct mail campaign.

Using the EDDM service, you can mail to select routes in your area or wherever you think your potential customers might live. With USPS, it's easy to reach every address in America.

Our [online tool](#) allows you to pinpoint demographics for each mailing route based on U.S. Census data, and even calculate your postage costs as you go. So you can target the ideal households for your business and deliver a message that drives them to act.

The following pages will tell you more about the program, including how to create a mailpiece and the type of messaging that gets results. You can also watch a helpful how-to on crafting an EDDM campaign at the link below. You'll see how simple and cost-effective building awareness with EDDM can be.

Let's help your business grow.

Sincerely,

Your Every Door Direct Mail Team



[Watch a video](#) on how to create a successful EDDM campaign.

Step 1: Tailor your message

Deliver the right message, right to your customer's door.

You can use direct mail to introduce yourself to customers, announce special events or sales, promote new items—whatever you think might draw prospects to your business. Here are just a few of the ways mail can work for you:

- Announce grand openings or store expansions
- Introduce new products, services or menu items
- Promote special sales or limited-time offers
- Provide coupons and “neighborhood-only” deals



Connect with potential
new customers using
Every Door Direct Mail® marketing.

Get started at usps.com/eddm-service



Step 2: Choose your target

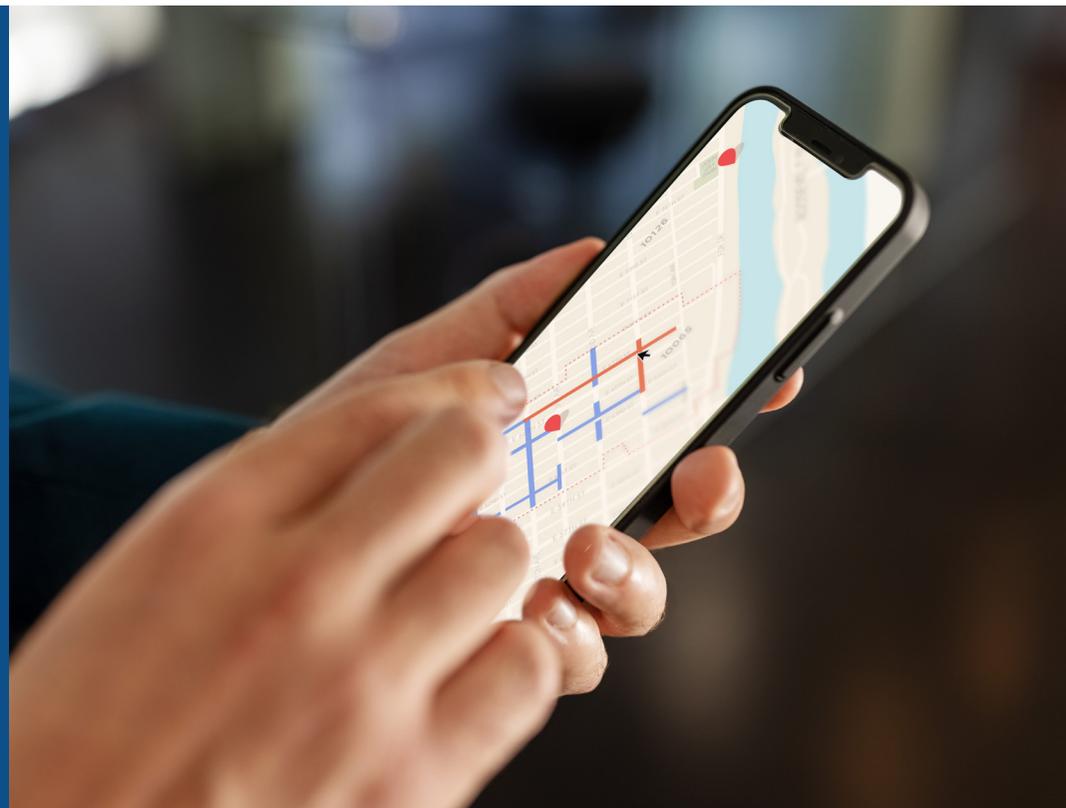
Select your customers by mail routes and more.

With our free online mapping tool, you can target potential customers by specific mail routes. So it's easier than ever to get your advertising message into the right hands.

You can mail only to the routes surrounding your business or focus on the routes where potential new customers live. You can even use the mapping tool to see demographics for each route, based on U.S. Census data.

Best of all, the mapping tool is easy to use. Try it now and see how you can build a list of potential customers to target with just a few clicks:

[Try the online mapping tool](#)



Target potential new customers by mail routes with the Every Door Direct Mail® Online Tool.

Get started at usps.com/eddmservice



Step 3: Create your mailpiece

You can do it yourself.

If you have a home or office computer and the right design program, it's easy to create your own postcard or mailer. Here are key items to consider:

Size

Choose a size that fits your budget and works for what you want to show and say. Available formats range from small (postcards) to large (folding self-mailers).

Design

Focus on a message that will entice a customer to act, such as a coupon or a personalized URL for a special offer. Be clear and concise and showcase your products or services with quality imagery.

Printing Prep

Make sure the address label and postage indicia are placed in the right locations.

[See more details](#) on these steps.

Or get help from a direct mail expert.

There are also local printers and direct marketing specialists who can take care of the entire process for you. Experienced vendors can help advise you on the best, most memorable approach for your business, and design, print and deliver your mailpiece to a Post Office™ location.

For a list of specialists, visit usps.com/vendors

[See a video tutorial](#)



Let the Every Door Direct Mail® service help you develop a mailpiece for your business.

Get started at usps.com/eddmservice



Step 4: Prep for delivery

Let's talk about postage and mailing.

To be mail-ready, you'll need to secure the right postage indicia, which you'll use instead of a stamp. There are two types of indicia, depending on whether you have a bulk mailing permit.

[See EDDM indicia guidelines](#)

With EDDM Retail® you can send at least 200 and up to 5,000 pieces per day per ZIP Code™. With EDDM BMEU there is no volume limit on size of the mailing and multiple ZIP Codes can be selected.

Additional requirements to be aware of include the size limits for your mailpiece and the placement of the mailing label.

[See mailing requirements](#)

Many printers have samples and templates that meet all requirements.

Lastly, you'll need to bundle your mailing and either take or send it to the Post Office™ locations that will deliver to your selected routes. You have the option to pay online or at the Post Office.

[Get full details on how to send an EDDM mailing.](#)



Attract potential new customers and sales with Every Door Direct Mail® service.

Get started at usps.com/eddm-service



**It's easy to attract new
customers to your business with
Every Door Direct Mail[®] service.**

Get started at usps.com/eddmservice



Direct Mail Business Examples

Ad | Free
smile consultation

Call to schedule your next appointment.
Simply mention this coupon to redeem.

123-456-7890 • 123 Any Street

Ad | \$75 OFF
teeth whitening

Call to schedule your next appointment.
Simply mention this coupon to redeem.

123-456-7890 • 123 Any Street

Ad | \$50 OFF
first cleaning

Call to schedule your next appointment.
Simply mention this coupon to redeem.

123-456-7890 • 123 Any Street

Ad | ANY
DENTIST

Complete care for your whole family.
Come see us Monday to Thursday from 8 a.m. to 6 p.m.



21EDDMDENTISTSAMPLE

Ad | ANY DENTIST
123 Any Street
Anytown, USA 12345

PRSR STD
ECRWSS
U.S. POSTAGE
PAID
EDDM Retail



Local
Postal Customer

SAMPLE FLAT
9" x 6.5"

Expires
xx/xx/xxxx

Now accepting
new patients.

This coupon is for demonstration only and is **not valid** in an actual business. For the purpose of Every Door Direct Mail® (EDDM®) service, this is an example of a type of coupon that can be sent to customers in your area.

Expires
xx/xx/xxxx

Five shades whiter
in just one visit.

This coupon is for demonstration only and is **not valid** in an actual business. For the purpose of Every Door Direct Mail® (EDDM®) service, this is an example of a type of coupon that can be sent to customers in your area.

Expires
xx/xx/xxxx

Let's improve your
smile together.

This coupon is for demonstration only and is **not valid** in an actual business. For the purpose of Every Door Direct Mail® (EDDM®) service, this is an example of a type of coupon that can be sent to customers in your area.

Ad | ANY
DENTIST



Call us at
123-456-7890



Visit us at
Any-Dentist.com



Scan QR Code® for
a list of our services*

BEFORE



AFTER



"My stubborn coffee stains were no match for Any Dentist whitening. I recommend this gentle procedure to anyone seeking a brighter smile."

— Maria F.

*For the purpose of this sample, the QR Code® drives to the EDM tool.
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Schedule your appointment today.



YOUR NEIGHBORS' FAVORITE DISHES



My kids love the homemade tomato basil soup and the sharp cheddar grilled cheese. We grab takeout almost every week!

— Faye L.



I dream about the blueberry gorgonzola salad. The glazed walnuts and sunflower seeds give it that perfect crunch."

— Emma B.



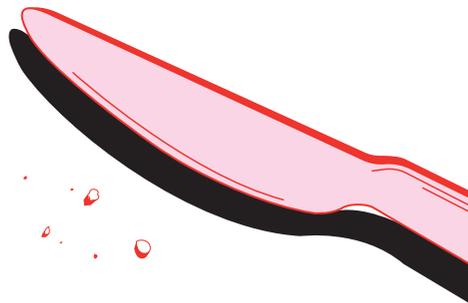
I usually opt for the signature turkey club, but all the sandwiches are delicious. The patio has amazing ambiance, too!"

— Ronaldo M.



ANY RESTAURANT

Bakery • Café



Reserve a table or order takeout!

Scan the QR Code* for our online menu.*



123-456-7890 | Any-Restaurants.com

Use promo code for online and phone orders, or present this card during in-person checkout.

Expires XX/XX/XXXX

This coupon is for demonstration only and is not valid in an actual business. For the purpose of Every Door Direct Mail® service, this is an example of a type of coupon that can be sent to customers in your area.

YXPR4

Use promo code for online and phone orders, or present this card during in-person checkout.

Expires XX/XX/XXXX

This coupon is for demonstration only and is not valid in an actual business. For the purpose of Every Door Direct Mail® service, this is an example of a type of coupon that can be sent to customers in your area.

QWER3

Use promo code for online and phone orders, or present this card during in-person checkout.

Expires XX/XX/XXXX

This coupon is for demonstration only and is not valid in an actual business. For the purpose of Every Door Direct Mail® service, this is an example of a type of coupon that can be sent to customers in your area.

VBNM2

Use promo code for online and phone orders, or present this card during in-person checkout.

Expires XX/XX/XXXX

This coupon is for demonstration only and is not valid in an actual business. For the purpose of Every Door Direct Mail® service, this is an example of a type of coupon that can be sent to customers in your area.

ABCD1



Our family is here to serve yours.

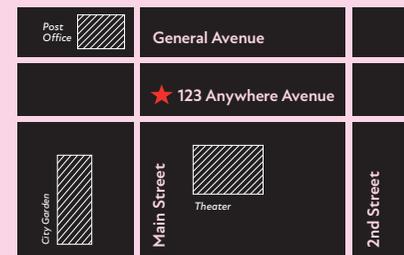
Any Restaurant is now open for takeout, delivery, curbside pickup, and dine-in. Place your order online or over the phone.

Call us at 123-456-7890 | Visit us at Any-Restaurants.com

Stop by or call to reserve a table on our spacious outdoor patio!

21EDDMRESTAURANTSAMPL

Fresh dining is just around the corner.



ANY RESTAURANT

Bakery • Café

123 Anywhere Ave.
Anytown, USA 12345

FREE PASTRY WITH ANY SOUP OR SANDWICH

ABCD1

15% OFF ANY DINE-IN ORDER

VBNM2

FREE DELIVERY FOR ONLINE OR PHONE ORDER

QWER3

20% OFF NEXT CATERING ORDER

YXPR4

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YES! Please contact me about how Any Landscaping can elevate my outdoor space.

First Name: _____ Last Name: _____
 Address: _____
 City: _____ State: _____ ZIP Code™: 12345
 Email: _____
 Phone: _____

What service are you interested in?

Fertilization Aeration Mowing and trimming
 Weed control Snow removal Other: _____

* Required to fulfill your request.
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This Business Reply Card (BRC) is for demonstration purposes only. For the purpose of Every Door Direct Mail® (EDDM) services, this is an example of a type of BRC that can be sent to customers in your area.



- Call us at 123-456-7890
- Visit us at [Any-Landscaping.com](#)
- Stop in at 123 Any Street
- Scan the QR Code® for more info



Your home is a special place, and the yard is no exception. Our services range from simple upkeep to complete renovations.



ANY LANDSCAPING
 123 Any Street
 Anytown, USA 12345

PSRST STD
 ECRWSS
 U.S. POSTAGE
 PAID
 EDM Retail



Local
 Postal Customer

SAMPLE FLAT
 10 X 7 1/4

21EDDMLANDSCAPEMPL



- | | | |
|---|---|---|
| <p>Design</p> <ul style="list-style-type: none"> – Stone embellishments, water features, gardens—our team can customize any space to fulfill your vision. | <p>Irrigation</p> <ul style="list-style-type: none"> – Whether you need repairs or a brand-new install, we offer the most efficient watering systems in the industry. | <p>Maintenance</p> <ul style="list-style-type: none"> – From mowing and trimming to weed control services, we keep your green space thriving. |
|---|---|---|



READY FOR YOUR CONSULTATION?

We're available
 Monday through Friday
 from 9 a.m. to 6 p.m.

YOUR PERSONAL HAVEN AWAITS

Convert your yard into a sanctuary. Our licensed contractors have an eye for landscape design and the know-how to make it happen.

[Open to learn more](#)



NO POSTAGE
 NECESSARY
 IF MAILED
 IN THE
 UNITED STATES

BUSINESS REPLY MAIL
 FIRST-CLASS MAIL PERMIT NO. XXXX ANYTOWN US

POSTAGE WILL BE PAID BY ADDRESSEE

Any Landscaping
 PO BOX 000
 Anytown, USA 12345



- Call us at 123-456-7890
- Visit us at [Any-Landscaping.com](#)
- Stop in at 123 Any Street
- Scan the QR Code® for more info



THINKING ABOUT BUYING OR SELLING?

Get a free market analysis



AARON JOHNSON'S
RECENT LISTINGS
IN YOUR AREA



Sold!



FOR SALE



FOR SALE



Hi neighbor,

As a proud community member with over 20 years of experience, my deep understanding of the local real estate market enables me to better serve and empower my clients. Whether you're hunting for your first home or you've outgrown your current space, I can help you close the deal.

Aaron Johnson
Any Realtor



Aaron Johnson | 123.123.4567 | ajohnson@anyrealtor.com



Ready to take the next step?

Explore more at
anyrealtor.com.



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123 Any Street
AnyTown, USA 12345

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PAID
EDDM Retail

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Postal Customer



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SAMPLE: EVERY DOOR DIRECT MAIL®
Learn more at eddm.usps.com.