

USPS Informed Delivery, Interactive Campaigns and Free Email Marketing

How to Capitalize on this Opportunity and Think Like
a Digital Marketer to Win BIG!

Overview

Informed Delivery from the USPS is a service that sends images of scanned mail each day to the inbox of registered users. This isn't new but it is becoming more popular at a very fast pace.

Since the USPS rolled out nationwide in April 2017 there are now 7.7 Million Registered Users , 6.9 Million Registered Households and 3.1 Million Registered Email Users (as of February 2018).

This presents Huge Opportunity for marketers and printing companies.

In addition to the Informed Delivery service the USPS® has also provided the ability to run interactive campaigns that allow marketers and print companies to upload color images of the mail pieces as well as a call to action and link to a website. And it's all FREE!

Learn how you can leverage this service and think like a digital marketing agency to drive High ROI for your customers.

What is Informed Delivery?

Informed Delivery is a **FREE** consumer-facing feature offered by USPS® that provides users with digital previews of their household mail each day. Basically mail recipients will get an email every day showing scans of the letter sized mail that will be in their mailbox that same day.

Up to 10 scans will show up in a users email message.

In addition to the free informed delivery service the USPS® is offering marketers and print companies the ability to create Interactive Campaigns to extend the mail moment for **FREE!**

What is an Interactive Campaign?

An Interactive Campaign is the ability to place a Clickable Call to Action in the email that the USPS® sends out as well as a full color scan of the mail piece to make it stand out.

These clickable banners or buttons that we call Calls to Action or CTA's can be linked to an external marketing website that links the mailer to the promotion online.

In addition to all of this, Interactive Campaigns are featured at the top of the Informed Delivery emails and again these are **FREE** to create and send.

Why is this Significant?

There are many reasons why this is a Game Changer for direct mail.

1. It gives an easier way to generate direct ROI from mail
2. It bridges the gap between print and digital (even more than pURLs)
3. Consumers are used to this from email campaigns to social media notifications (they will engage)

By using the Interactive Campaigns you'll be able to track clicks from the Informed Delivery email straight through to conversion on your website. The USPS® even gives you this campaign data for free.

While pURLs do a great job of directing users from a mail piece to the internet this makes it so much easier by allowing it to happen with one click. This also beats our QR codes since it is still a clunky process of opening an app, scanning the code then viewing the website.

Email is one of the top conversion sources in 2018 and predicted to continue its strength through 2019 and the next handful of years after that. The reason is that email is so ingrained in our daily lives and is used to sign up for nearly everything online.

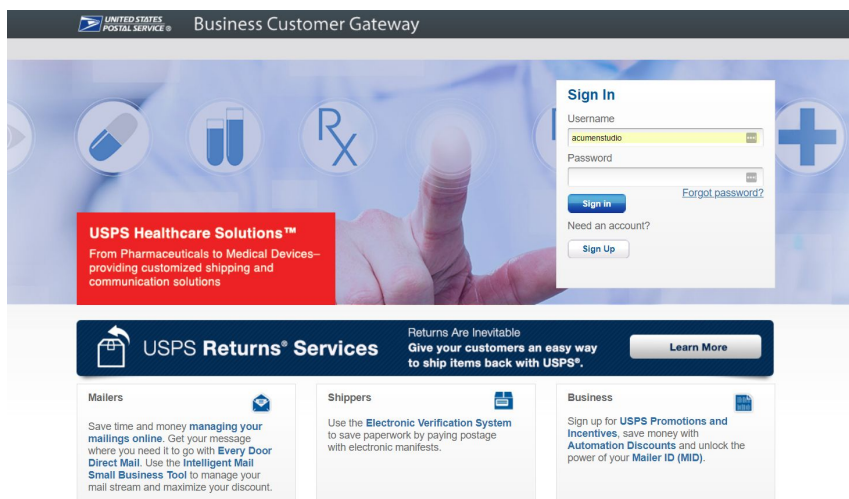
What the USPS® is doing here will work very well as we've seen this done by social media sites such as LinkedIn where posting to groups will get your content aggregated and emailed to all group members. Most people have

their email linked to their cell phones which means their getting real time notifications with your content ready to be clicked through and converted on.

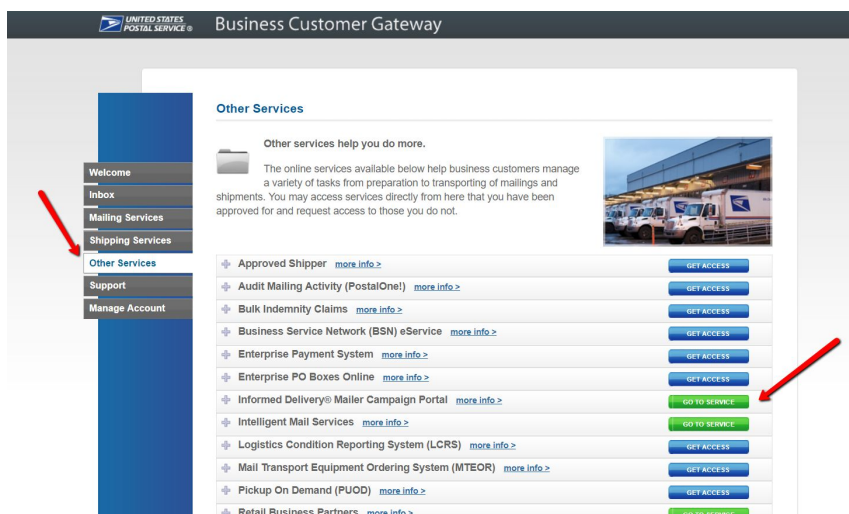
How Interactive Campaigns are Created

So now you know how great this is you need to start trying it out!
We've listed here a four easy steps to getting your campaign going.

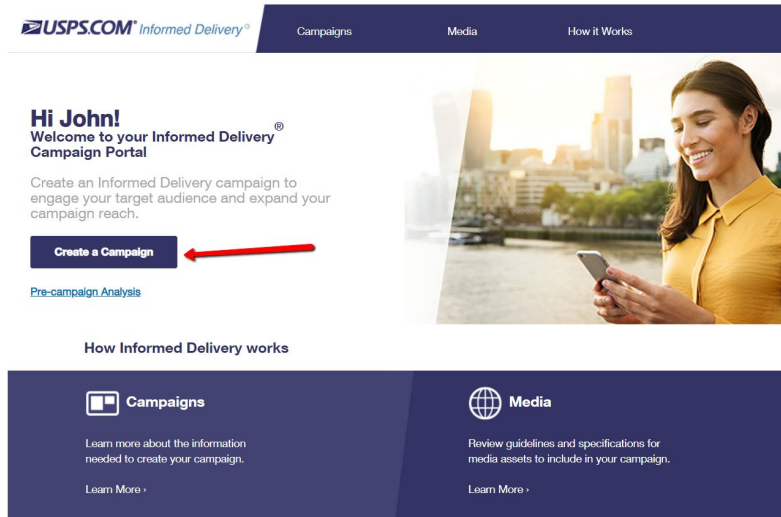
1. Have an Account with USPS® using their Business Customer Gateway
<https://gateway.usps.com/eAdmin/view/signin>



2. Click on the “Other Services Tab” to the left, then click on the Informed Delivery Campaign Portal



3. Click on “Create a Campaign”



4. Then Follow the Steps to Finish Your Campaign

The image shows the 'Tell us about your campaign' form in the USPS.COM Informed Delivery Campaign Portal. At the top, there's a progress bar with four steps: 'Describe', 'Build', 'Review', and 'Submit'. The 'Describe' step is currently active. Below the progress bar, there's a heading 'Tell us about your campaign.' followed by a sub-heading 'Provide information that determines when your campaign will go live and the audience it will reach.' The form contains three main sections: 'Brand Display Name' with an information icon, 'Campaign Title' with an information icon, and 'Campaign Code' with an information icon. Below these is a section for 'Campaign Start and End Dates' with a note: 'In order to optimize your campaign, we recommend selecting a start date 3 days before and an end date 3 days after your in-home delivery dates.' At the bottom, there's a 'Submit' button.

How to Do This Like a Digital Marketer

It's no secret that High ROI Driven, Direct Response Focused Digital Marketers are the perfect example of what to model in creating successful Interactive Campaigns with the Informed Delivery Service.

We've listed **3 Keys to Success** for generating high engagement, conversions and sales for you to employ when creating your Interactive Campaigns.

1. Use **STRONG** Calls to Action
2. Create a Custom Landing Page
3. Use Low Barrier Conversion Tactics

Strong Calls to Action

These are direct and to the point.

Make it clear to the consumer what they need to do to get your offer.

CTA's such as...

- Click Here Now to ...
- Click to View the ...
- Save Now by Clicking Here
- Get Your ... by Clicking Here

And the list goes on and on.

Here is an example of an informed delivery campaign by JOANN (Fabric Store)



A Big Mistake made by JOANN here is their Call to Action. It is very weak. Sure it may get a good amount of click through, but they would get even better by using something like what we created below.



A Strong Clear Call to Action that again promotes the discount the consumer will receive.

Create Custom Landing Pages

You're likely familiar with these from using pURLs or just typical lead generation campaigns in general, but it's just as true here as it is with any other lead generation or direct response campaign, customer landing pages will convert much better than generic pages.

Below is an example of printers running ads on the search term Die Cut Printing Services

Google search results for "die cut printing services" (About 63,200,000 results (0.68 seconds)).

Great! **Die Cut Printing Services - The Messenger Press**
(Ad) www.messengerpress.com/die/cutting
Unique die-cut brochures, product shaped marketing, eye-catching print mailers. Blog - FAQ - About Us - Contact Us

Generic **2000 Custom Print Flyers - \$39 | Free Shipping, Lowest Prices**
(Ad) www.primrun.com/Print-Flyers/Free-Shipping
★★★★★ Rating for primrun.com: 4.8 - 2,601 reviews
Attract Attention to Your Business with Custom Print Flyers. Order Now! Multiple Folding Options. Standard Sizes Available. 25 to 100,000 qty. Full Color Printing. Premium Quality Paper. Business Flyers - 5000 Flyers - Campaign Flyers - Bulk Flyers - 4 x 6 Flyers - Die-Cut Flyers

Generic **Custom Printing Services | 48 Hour Turnaround Guarantee**
(Ad) www.48hourprint.com/print-sale
Awesome Discounts. Get Your Deal from The Award-Winning Printing Company! High-Quality Printing. Custom Quotes. State of the Art Printers. Free Sample Kit. Printed in 48Hours. Design Online. Services: Business Cards, Postcards, Brochures, Flyers, Banners, Posters.

Generic **Brochure Printing Service - MagCloud.com**
(Ad) www.magcloud.com/brochure-printing
Use MagCloud to Make Great Flyers. Keep Your Message Short and Sweet! Affordable Prices. Unique Designs. 100's of Options. Easy to Use. Custom Templates. Print & Digital. Services: Publishing, Printing, Selling, Distributing.

See die cut printing services Sponsored

Custom Stickers - Bulk Printing...	Cheap Die Cut Business Card...	Cheap Bulk Stickers - 2000...
\$12.00 UPrinting.com 61% price drop	\$6.97 48HourPrint Special offer	\$45.00 UPrinting.com ★★★★★ (96)

2,000 Bulk Stickers	Die Cut Stickers	Custom Stickers - 500 qty 2"X2"...
\$37.62 PrintRunner.com	\$57.00 Sticker Mule ★★★★★ (2743)	\$17.55 UPrinting.com 31% price drop

The first ad leads to a page that is specifically about Die Cut Printing Where the other ads lead to generic print services pages.

The Custom Landing Page focused on Die Cutting for this search term will most definitely be the most helpful and conversion friendly option for the consumer looking for these services.

Custom Die Cutting For Stand Out Marketing

Make Any Print Piece Pop With Custom Die Cutting

Die Cut Marketing Pieces Make a Great First Impression

How does your business differentiate and stand out? In a digital age, print offers a tactical and engaging user experience for consuming meaningful content. What will set your marketing apart from the flood of digital content filling your client or prospect's inbox or engage them beyond the glass screens we all stare into every day? At The Messenger Press, we work with you to create custom printed marketing materials that succeed in conveying your business's message and brand. A custom die cut is one way to stand out and be noticed.

Imagine materials cut in the shape of your signature products, creative silhouettes with upscale indentations or partially concealed messages that entice the customer to look for more. Why settle for the mundane? A customized die cut piece can provide your organization with so much more – ***all at a cost that might surprise you.***

We specialize in creating:

- « Unique die cut brochures and literature
- « Product-shaped marketing materials
- « Eye-catching print mailers
- « And more: custom commercial printing & complete finishing/fulfillment services



Low Barrier to Conversion

Lastly you will want to make sure that it is easy for the consumer to convert. This could be a purchase online, a form submission / download or a phone call.

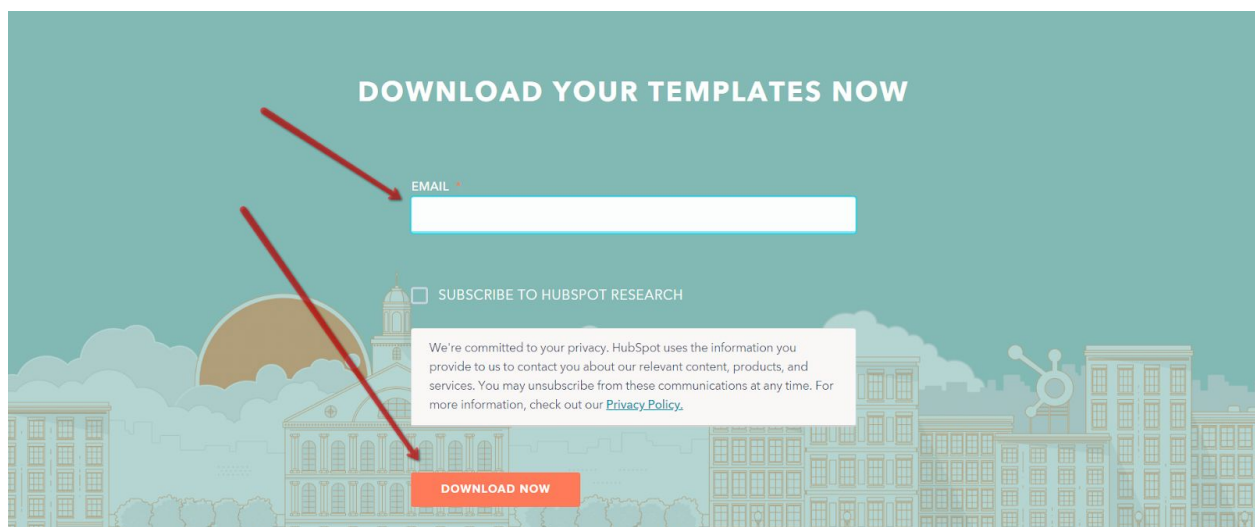
Regardless of the conversion you want to make it simple and easy to do.

For example:

- If you want to get the consumers email address for future messaging only ask for the email or name & email.
- If you want to get them to download only ask for their email or again email and name.
- If you want to get them to call make the Call to Action a clickable phone number (click to call link)

The less you ask for the more conversions you will get.

Great Examples of Simple Conversion Tactics



In Conclusion

We hope this has helped you see the possibilities with the new Informed Delivery Interactive Campaigns.

The service will only continue to grow and grow in popularity so the earlier you get in on this the better!

And while we can't help you actually create the Interactive Campaigns we can help with driving new visibility, leads and sales for your company through our **High ROI Content Marketing** model that has been producing Big Results for our commercial printing clients.

So if you have any questions or would like to
speak with us more please contact me

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