DYK
DID YOU KNOW SERIES

THE MOTHER OF (DIRECT MAIL) INVENTION

TIPS TO HELP SAVE ON POSTAGE

Sylvamo

THE PAPER PROFESSOR®

These approaches to designing and printing your next mailer can provide a valuable experience for the recipient while also being a value play for your larger print communications strategy.

DID YOU KNOW?

HOW TO DESIGN DIRECT MAILERS THAT HELP REDUCE YOUR POSTAGE COSTS

As the messaging logjam in digital channels continues to grow, more marketers are returning to traditional communication channels like print.[1] While they may be pleasantly surprised by the robust response rate of direct mail, the challenge is designing cost-effective print communications to get the best postage rates — and the best return on marketing investment.

THE SOLUTION?

The design and print choices you make can actually help reduce your postage costs without sacrificing the look, feel or messaging of your mailer — in fact, in many cases thinking about how to reduce your postage costs can actually help enhance the quality, creativity and performance of your mailer. With a dash of ingenuity and a touch of problem-solving, you'll have a direct mail piece that wows without breaking the bank on postage.

RESOURCES

The USPS® offers an annual lineup of postage incentives and discounts for direct mailers that use innovative print, finishing and technology components.

Learn more about the promotions available for the remainder of 2023 and enroll at **postalpro.usps.com/promotions.**

LOSE THE WEIGHT

Heavier paper stocks can be more appealing from a tactile standpoint, but choosing a lighter-weight uncoated paper can be just as appealing without increasing your postage weight. However, it's important to note that lighter-weight stocks may not be as durable, and they may affect the kinds of inks or finishes you can use.

DON'T BE BEHOLDEN TO THE ENVELOPE

A direct mailer with an envelope carries some prestige, but it can also carry increased mailing costs. Self-mailers or postcards that use innovative finishes like foils or coatings can give your mailer the same cache while saving on postage. If you're worried about differentiating your piece, choosing an unconventional size can help your postcard stand out without incurring higher mailing costs.

LET TECHNOLOGY HELP GET YOUR POINT ACROSS

Worried you can't effectively message your target audience without designing a mailer that is cost-prohibitive to send? Direct mail pieces that use quick response (QR) codes or personalized URLs to drive traffic to websites or videos give you more real estate to communicate, and also provide a more engaging, immersive experience for your recipient.

PERSONALIZATION CAN REPLACE POMP AND CIRCUMSTANCE

While mailers with intricate, flashy folds can grab attention, these mailers can be costly to print and send. A more cost-effective yet just as potent way to engage your recipients is to use data-driven print to create personalized, highly targeted mailers that can just as effectively connect with your audience. One study found that 20% of direct mail recipients took a desired action just because of personalized messaging.

SOURCES

[1] https://hbr.org/2022/04/why-marketers-are-returning-to-traditional-advertising