Leveraging USPS to Manage Your Business

We find ourselves in challenging circumstances as the world grapples with COVID-19 response. The United States Postal Service (USPS) continues to operate and provide essential services to the American public. As a business owner you are adjusting by the day or even by the hour to the ever-changing business climate.

As we spend even more time in front of our devices on virtual and web based meetings, we are also seeking ways to digest content that is offline in a non-digital format. You literally have a captive audience as more and more people are working from home. And guess what, those mail pieces are gaining more and more attention.

Here are some resources available to help you maintain and grow your business operations.

- **Every Door Direct Mail (EDDM):** Are you a restaurant trying to make the community aware of your carry out menu options or adjusted hours? Maybe you’re a local CBD shop or other small retailer that needs to make the community aware that you offer shipping of your products. EDDM is affordable, targeted marketing that will allow you to saturate an area around your location. This is also a great means of communication for political candidates as the ability to host events to meet constituents one on one has now gone by the wayside. Candidates can utilize EDDM to fundraise, share your stand on the issues, and get out the vote.

- **Informed Delivery:** Informed Delivery allows residential customers to receive a digital preview of their daily household mail. What this does for business mailers is that it allows you to engage users through an integrated mail and digital campaign to drive impressions and brand awareness. That physical piece of mail is no longer just sitting on the kitchen table, it’s now on your mobile device with a link to your unique offer. Oh, and did I mention that Informed Delivery emails have an average open rate of 63%. So, if your customers aren’t opening your emails, why not leverage our platform?

- **Shipping Services:** Whether you’ve been shipping for a while or are new to shipping for your business USPS is here to help. If you have been shipping for a while, when’s the last time you completed a shipping audit or your existing shipping services? We can provide guidance on solutions for everything from managing your returns process, label
printing, and understanding how best to ship your products to ensure safe, timely delivery of your products with tracking.

- **Promotions & Incentives**: To promote the use of new technologies and printing techniques USPS offers promotions. One current promotion on Emerging and Advanced Technologies offers end users, printers or mail service providers a 2% discount when using technology such as augmented reality, near field communication (nfc) and others in direct mail campaigns.

Our rapidly changing business environment demands that we get creative in how we maintain continuity and grow our business. This is really just the tip of the iceberg, but hopefully I have provided some good ideas. The USPS is here to support you through these uncertain times.

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**Liza Vetter**  
Shipping and Marketing Consultant  
USPS Headquarters  
100 South 1st Street Rm 117  
Minneapolis, MN 55401  
Office: 612-341-7741  
Cell: 612-418-4244