

## Get The Right Tools To Mail Smarter

### Industry CEO Identifies "Seven Essentials" For Mailing

ATLANTIC CITY, NJ -- Jeff Peoples has a simple message to business mailers throughout the country: "It is your choice. Work harder or smarter."

"The U.S. Postal Service is making changes that affect how you prepare and pay for mailings," said Mr. Peoples, a longtime veteran of the mailing industry and founder and CEO of Window Book Inc. "With the right tools and management systems, you can be prepared and stay ahead of the changes."

The seven essentials for mailing are Postal Change Knowledge, Intelligent Mail, Mail.dat, Drop Shipping, Mailing Databases, Accurate Mailing Data and Multi-channel Marketing.

#### 1. Postal Knowledge

Network, share knowledge, meet other mailing professionals that are facing similar challenges and attend trade shows like MAILCOM to keep up on all the changes. Also, utilize Postal Service resources like its website and join your local PCC. "The most important thing you can do is network because postal services is an ever-changing world," Mr. Peoples said.

#### 2. Intelligent Mail

Be prepared for Intelligent Mail which is coming in May of 2009. Make in-house deadlines and start investing in various options and tools that are available now. Intelligent Mail is designed to sort and track mailpieces faster and more efficiently allowing for automated discounts and electronic postage payment. Also, the use of PostalOne! provides an integrated Internet solution for your mailing. "Sometimes information about the mail is almost as important as the mail itself," Mr. Peoples noted.

#### 3. Mail.dat

Utilize Mail.dat for speed and accuracy of your electronic data. Mail.dat saves time by increasing statement accuracy and speeding mail acceptance. It also increases delivery speed and saves



Jeff Peoples

money with drop-shipping and reduces printing expenses and storage costs with electronic files. Mail.dat also facilitates change after presort which allows you to accommodate post-presort changes including piece weights, ad percentages, mailing dates, and piece counts.

"Sometimes information about the mail is almost as important as the mail itself."

#### 4. Drop Shipping

Automate your drop shipment appointments using FAST via PostalOne! FAST is an automated online system that is required for Full Service Intelligent Mail. Also, invest in software that will analyze potential savings on your mailings, automate the process of manually entering data, print labels with tracking service and generate the manifest and postal statement paperwork. "The closer your shipment is dropped off to the final destination, the greater the discount," said Mr. Peoples.

#### 5. Mailing Database

Maintain an integrated database to create accurate and comprehensive reports on all your mailing activities. It is necessary for associating clients and

jobs to mailing statements. It is also essential for postage accounting and is cost-effective by reducing paper statements and it avoids manual data entry between systems. The mailing database should act as a repository for all jobs regardless of how they were presorted and how the postage was paid (permit, meter or stamp). The database should also be able to interface data with Postal Service programs, internal systems like business management and accounting software and your client. Remember, it is your data; get the most out of it.

#### 6. Accurate Mailing Data

Edit mailing documents to reflect what was actually mailed. You should be able to produce accurate documents while accommodating last-minute unforeseen changes like running out of time or supplies and additional jobs. This also includes spoilage management. Your mail management system should enable you to edit and update presort data to document what you actually mail and added jobs for mailing that don't have Mail.dat. It should also produce job reports that easily associate clients and jobs to each mailing as well as reports by date, job and client.

#### 7. Multi-channel Marketing

Practice multi-channel marketing systems for more successful marketing campaigns. Get more from each piece of mail by using "Force Multiplier Effect." Why use a Force Multiplier Effect? We are being bombarded by a rising number of advertisements and postal regulations and rates are constantly changing. Consider profits and break-even: base costs, postage and ROI and be consistent and target a small number of customers on a regular basis. Some FMEs are direct mail, email campaigns and timed telemarketing follow-ups. Use personalized email notification for each direct mailing that is automatically triggered by the shipping software.

"Now is the time to better manage your mailing by practicing the seven essentials for mailing," said Mr. Peoples. "You should automate and integrate for better business management."