

Every Door Direct Mail™

Neighborhood Specific Marketing

- No Mailing List
- No Permit
- No Fees



Arnold offers complete mail services including EDDM and can help with design and printing also!

Contact Arnold
513.533.6900

What is EDDM?

It is a direct mail service offered by the U.S.P.S. making it much easier and less expensive to target specific areas in your local market *without* the need of a mailing list. And since you don't have to buy customer lists or pay to have names and addresses printed on your mail pieces, EDDM can save you time and money!

The Benefits of EDDM

- Get your marketing messages into the hands of prospective customers - such as people new to your area - as well as former and infrequent customers who may need reminding.
- Spread your message at the neighborhood level to attract customers near you.
- Connect directly with customers - your mailpiece gets right into their homes.

Sample Arnold EDDM Program		
1000 Full Color Post Cards		
4 1/4" x 6 1/8"	\$189	14.5¢ postage
6" x 9"	\$251	14.5¢ postage
6" x 11"	\$289	14.5¢ postage

Discover The Possibilities

Here are a few ways you can use Every Door Direct Mail to expand your business horizons:

Invite customers to a grand opening, a newly renovated store or an open house.

Offer timely coupons or offers - give customers something in exchange for their time.

Announce events like clearance sales, kids' days, anniversary celebrations, holiday sales.

Publicize your participation in community events, such as sidewalk sales and seasonal activities.

Highlight your hours of operation or new programs you are offering.

Emphasize your location and let them know you're nearby; give them a map to your door.

Thank the community for its patronage, and you may see new patrons sooner than you think.



Who Can Benefit from Every Door Direct Mail?

- Banks
- Pizzerias
- Schools
- Flower Shops
- Realtors
- Coffee Shops
- Auto Dealers
- Bakeries
- Restaurants
- Attorneys
- Pharmacies
- Dry Cleaners
- Clothing Stores
- Doctors Offices
- Furniture Dealers
- Home Improvement

