



## Back to basics with Unaddressed Admail

### Understanding Unaddressed Admail as a marketing tool



By Henry Tse

**L**inkedin, Facebook, Groupon, YouTube, Ebay, Amazon, Google, etc. . . . since the commercialization of the internet in the early 1990s, there has been a chronic 24/7 marketing preoccupation on the web. According to Google software engineers, today there are over a trillion unique urls in existence.

The problem with marketing on the web, reminds me of an old print ad from the 70s – “Doing business without advertising is like flexing your muscles in the dark; you know what you are doing, but nobody else does!”

With the spotlight on the worldwide web, maybe it’s time to go back to basics; good old’s nail mail. Since 1903 Canada Post has been the backbone for communications for both households and businesses. The reality is most businesses today use email as their main form for both new and existing customer communications.

The minute a business stops growing is the day it is destined to be the possible target of a takeover and/or the start of its path to oblivion. Word of mouth and referrals are by far the most effective form of advertising for businesses. The most valuable companies go to great lengths to protect their brand to ensure good will and public relations, respectively.

The only sure way a business continues to grow is with dedicated dollars towards marketing and advertising. Even the largest franchises of today, which account for over 70% of all retail sales, rely heavily on local, regional and mass advertising.

As a marketing consultant specializing in Unaddressed Admail since 1996, I have facilitated in the distribution of over 30,000,000 pieces of Unaddressed Admail. I have had the privilege to work with a wide range of clients, from local ma/pa shops in strip plazas, to large institutional and governmental organizations, who have made Unaddressed Admail a key ongoing component of their advertising program.

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delivery of your newsletters, surveys, flyers, post cards, coupons, brochures, magazines, etc. Based on your target market, you are able to precisely target by geographic, demographic and/or the lifestyle information of your customers. Unaddressed Admail helps you target customers that are more likely to respond to your message with less waste, more focus and better results. Across the country or just down the street, Unaddressed Admail offers ROI and value for your advertising dollar.

Just some of the benefits of Unaddressed Admail:

- target marketing
- a reliable delivery force
- cost effective
- no waste
- no duplication
- no expensive mailing lists are required
- guaranteed to be delivered

With Unaddressed Admail you are able to target just houses, apartment/condos, businesses or even farms. In my needs analysis and evaluation with my clients, we identify who their customers are and using the latest Census data (example - age, income, geographic/demographic, dwelling, marital/work status etc.) as “filters”, we run a report called Geopost Plus (this year, being reintroduced as Data & Targeting Solutions) and a new and powerful tool called Precision Targeter. Once mailing preferences are entered, information is then processed in “real-time”.

One of the most effective programs I put together was for Pizzaville and Panzerotta Pizza, which they continue to use today to target business-to-business customers. Not only is it affordable on a monthly basis for its franchisees, on-line sales have consistently increased because businesses tend to place larger orders vs. single family or “late night” orders.

On the residential side, our clients include everyone from Starbucks (for new store openings and product promotions), to Wal-Mart/Smart Centres, some of the largest builders in new condo/home sales and many property rentals. We also have many seasonal advertisers - fitness centres, weight loss, lawn care, paving, pool, maid services, carpet cleaning, etc. Year-round advertisers include dentists, insurance and real estate agents.

One of the biggest mistakes I find is with small businesses that take it upon themselves to design their own flyers, and are then disappointed with the results. They understand their business but their background is in not in marketing or graphic design, often they take their AD from an existing directory or magazine and reprint them for use as a post card or flyer. They do not understand that flyers need to be loud and key headlines are required to catch a new customer’s attention. When a customer turns or refers to a directory, they already know the product or industry/business service classification they are seeking. Often,

▶ *Continued on page 6*

“*Doing business without advertising is like flexing your muscles in the dark; you know what you are doing, but nobody else does!*”

► *Continued from page 5*


they are only looking for the name of the business, address, telephone number or some assurance that lend credibility like credentials or association, etc. before contact or making an appointment.

In addition to utilizing bright colours and graphics, the key to an effective flyer includes an irresistible offer starting with proven headlines like "NEW", "SALE", "WAREHOUSE SALE", "AT LAST", "NOW", "INTRODUCING", "HOW TO", "WANTED", "PUBLIC SALE", "NOTICE", etc. Within and tied to the headline, your offer should emphasize product/service features and benefits, cost savings, create a sense of urgency with a deadline, limited quantities, and finally how to reach you - address, telephone, hours, email, website, etc.

**Consumers Choice Program:**

Similar to the CRTC telemarketing "DO NOT CALL" List Program, Canada Post respects the privacy of householders through their Consumers Choice Program. It was developed in response to consumer

demands and gives them the option of either receiving Unaddressed advertising material or not. Similar to email UNSUBSCRIBE; to opt out simply put a red dot or label on your mailbox NO Admail.

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Unlike private distribution services, it's never left piled in an apartment, or worse, the customer's porch or driveway. The primary advantage for using Unaddressed Admail is that it is delivered by Canada Post letter carriers. Your message is delivered right to the mailbox by choice.

In summary, given the cost of mass advertising today, especially if you are a local or regional business, with Unaddressed Admail direct marketing, you can target your market, and if designed properly, will create an immediate response, often in the form of a new customer, sales lead or cash sale!

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*Henry Tse is President of Bench Strength Mail Associates. He can be reached at [htse@bsma.ca](mailto:htse@bsma.ca) or 416-817-8997. For more information on Bench Strength visit [www.bsma.ca](http://www.bsma.ca)*

# DIRECT MARKETING

Vol. 24 • No. 12 April 2012

THE ART & SCIENCE OF PREDICTABLE MARKETING

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## MASS DIRECT/UNADDRESSED

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## MASS DIRECT/UNADDRESSED

### Canada Post launches free online targeting tool for direct marketing

Helps small & medium-sized businesses better target their marketing efforts

Small and medium-sized businesses across Canada can now find and better target prospective customers with an easy-to-use online tool offered by Canada Post. Precision Targeter allows businesses to zero in on their target customers at the neighbourhood level based on demographic information such as household income, education, age and marital status.

The free tool combines Canada Post's complete address database with Canadian census data to provide detailed information so direct marketing becomes more targeted. Users can plan, price and place their Unaddressed Admail orders in minutes, 24 hours a day.

\*This unique tool provides small- and medium-sized

businesses more marketing insight than ever before," says Laurene Cihosky, Senior Vice President, Data and Integrated Marketing Solutions at Canada Post. "Canada Post is the only company that has access to every single mailbox in the country. By combining this network with demographic information, we've created a powerful tool that any business owner will want to add to their marketing toolkit."

Using Precision Targeter, customers can:

- Target their mailings by identifying prospective customers based on location or proximity to a specific address and demographic filters;
- Refine their campaigns by selecting specific letter carrier routes, or by deselecting some of the routes identified by the tool;
- Review, at a glance, their estimated mailing costs at every step and adjust the number of mail pieces to suit their budget;
- Download their customized targeting analysis directly or send it to a third-party mail service provider;
- Place orders for Unaddressed Admail mailings using easy-to-follow instructions and video tutorials;
- Pay for their Unaddressed Admail order using an approved Canada Post method of payment including credit card or Canada Post account;
- Save their customized targeting analysis on a secure Canada Post site to reuse or modify it for future campaigns.

\*Promotion via Canada Post's Unaddressed Admail service remains one of the most effective and affordable ways for any business to reach their target customers," adds Cihosky. In fact, a study on mail advertising conducted last October by Millard Brown revealed that physical media left a greater 'footprint' in the brain.

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