



# Basically Business

a monthly newsletter published by Sir Speedy

## Getting Started with Every Door Direct Mail®

### What It Is & How to Use It

Connect with local shoppers while driving traffic to your business with Every Door Direct Mail® (EDDM) from the United States Postal Service (USPS).

#### What is EDDM?

EDDM is a targeted bulk mailing program that allows you to reach potential customers in your area by selecting audiences by zip codes and delivery dates in the next 30 days.

#### What are the Benefits of Using EDDM?

- Ideal for local small businesses.
- Use a USPS.com account.
- Send 200-5,000 pieces per zip code, per day.
- Drop off directly at the post office.

- No special mail permit needed.
- Pay online or at the post office.

#### How EDDM Works

EDDM helps you reach a large population in your local area, introducing your product, service or business. We can help guide you through the process based on your specific needs and the type of mailer.

- 1) Select the postal routes within a zip code that you would like to target, or refine your selection by demographics like age range, household size, or income level.
- 2) Then, determine the drop date for your mailer, up to 30 days in advance.

EDDM makes it easy to connect with the right customers in your local area. By selecting specific demographics, you can market to new customers who prefer to shop local.

With our expertise in EDDM service, you can increase the effectiveness of your next direct mail campaign.



## Elevate Your On-site Event with Marketing

The first opportunity you have to engage with your event attendees on-site is when they enter the room or walk into your booth. Creating a memorable atmosphere is a necessary part of inviting guests into a space and this can be done largely through marketing. The right materials, displays, signs and giveaways can transform a boring space into a warm and welcoming one, setting the tone for your event.

**Tradeshow Booth/Table** – A booth is the most important way you can communicate with your audience. The backbone of your displays, signs and materials, your booth is the biggest tool you have for attracting visitors.

**Backdrops** – Select large stage displays to draw attention to keynote speakers or hosts, or banner stands for an easy way to brand your booth. You may also want to consider a branded step-and-repeat for photos.

**Signage** – Signs represent your brand and message, catch the eye of attendees and give them a taste of what your company can do for them. From large graphics to wayfinding pieces, eye-catching signs are an essential part of any event.

**Marketing Materials** – If you are hosting or exhibiting at a tradeshow, you will need to have brochures or flyers, booth displays, signage, promotional items and business cards.

**Promotional Items** – These should reflect or support your theme and your brand. Technology items or unusual decorative pieces that attendees will want to hold onto are your best bet.

**Social Media** – With a low barrier to entry, social media is a great way to engage with attendees at your event. Use relevant hashtags to extend visibility. You can also share videos, interactive polls and contests.

**Website** – Whether you need to develop a new site or update the one you already have, a website is a strategic event marketing tool you don't want to omit. Post-event, attendees will go to your website to learn more about your company.

Take the time to build a strategic event marketing plan outlining which of the above elements you would like to use to attract and engage with prospective customers and drive results.

We can help with any of these elements. Contact us to learn more.



# A Guide to Effective Wayfinding Signage



Wayfinding signs are all around you, helping you find your way, get vital information or telling you what is allowed or prohibited in a facility or location.

## What is the Purpose of Wayfinding Signs?

Essential to navigation, clear wayfinding signs provide visual clues like maps and symbols to make it easier to navigate a building or space. They also enhance the user experience by reducing stress and confusion and improving safety and accessibility.

## Types of Wayfinding Signs

There are five types of wayfinding signs to provide guidance.

- **Identification signs** – building names, room numbers, arrivals and departures.
- **Directional signs** – symbols, arrows, maps.
- **Informational signs** – directories, open hours, admission fees.

- **Regulatory signs** – lists of rules, warning signs, access details.
- **Orientation signs** – you-are-here maps.

## Tips for Creating Effective Wayfinding Signs

Simple, straightforward wayfinding signs immediately convey the necessary information.

### This may be done by:

- Using concise language.
- Using graphics effectively.
- Considering multilingual options in culturally diverse areas.
- Reviewing and updating signs regularly.

Effective wayfinding signs can also lead to increased sales, improved customer satisfaction and a more positive brand image. By following the tips above, you can create signage that helps visitors navigate your space with ease.

## Did you know?

**Window, Wall and Floor Graphics** can transform your space and take your business to the next level. Whether your goal is to attract customers to your store, guide people to a particular destination, communicate regulations to your employees, or simply showcase your business in a bold way, these on-trend graphics may be the marketing solution you need.

Custom decals and wallpapers can be tailored to fit any surface, allowing you to turn dull spaces into eye-catching displays that leave a lasting impression. If you're not sure how to best utilize your space, assess your surroundings and ask yourself if you're making the most of what you have. Our team of experts is always available to provide guidance and recommendations.

Contact us today to learn how we can elevate your space – and your business!



## GET INSPIRED!

### Need ideas or inspiration?

You need our blog! The resource center on our website contains blog articles, tips, insights, case studies, whitepapers and more to help with your integrated marketing efforts.

 **marketing tango**  
THE RHYTHM OF INTEGRATED MARKETING

## INSIDE

### A Guide to Effective Wayfinding Signage

## The Power of Direct Mail

7 Statistics that Show the Enduring Power of the Mailer

Is physical direct mail still relevant for marketers in 2024? According to research by PebblePost, the answer is a resounding yes! Here are some finds from their reporting.

- The average return on investment for direct mail is \$4.09 for every \$1.27 spent.
- The average response rate for direct mail is between 2.7%-4.4%.
- 73% of American consumers prefer brands to contact them by mail because they can read it at their convenience.
- More than 40% of direct mail recipients scan or read the mail they receive.
- Over 70% of Gen X consumers feel mail is more personal than digital communications pieces and are more likely to read promotional mail than email.
- Nearly 90% of millennials love receiving mail and 57% of those respondents acted on the offers in those pieces.
- 84% of Gen Z have received a direct mail piece with an embedded QR code, encouraging them to interact with a brand online.

## Business Generator



**Signage Is an Evergreen Component of Any Successful Business.**

 SirSpeedy

Put your signage  
in the hands of  
the experts.

**WeDo**