A Quick Look at the POWER of SELF-MAILERS

SPC FUEL

Marketing Spark Series • Issue 2

According to the United States Postal Service (USPS):

Marketers send over 84 billion pieces of direct mail every year, with each American household receiving an average of 454 pieces per year.

Marketers that want their direct mail pieces to stand out in consumers' crowded mailboxes should be utilizing self-mailers. Self-mailers, which consist of all direct mail pieces that don't require an envelope, can be a powerful and effective alternative to conventional direct mail pieces for a number of reasons:

1. **Endless Possibilities**
2. **Immediate Impact**
3. **Postage Discounts**
4. **Increasing ROI**

Contact me for a free consultation to improve your direct mail results.

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Endless Possibilities.

Unlike conventional direct mail pieces, self-mailers can be folded and cut in a nearly endless variety of ways. This flexibility in the formatting and layout of self-mailers enables marketers to get creative in the design of their pieces, which enhances the chances they will stand out from conventional direct mail pieces in consumers' mailboxes.

Immediate Impact.

Because self-mailers are not wrapped in an envelope, they can impact consumers immediately with bold, eye-catching colors, attention-grabbing branding elements, or photos, rather than having to rely on consumers opening an envelope to engage with the piece inside. Similarly, self-mailers can be printed on a variety of different stocks, including textured papers like Neenah Classic Woodgrain, which as its name connotes, has the tactile feel of woodgrain, or holographic stocks such as Hazen Rainbow Holojet,® which exudes a captivating optic glow.

Browse SPC's Library of Self-mailer Formats.

Contact me for full access to all 140+ formats today.

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Postage Discounts.

For high volume jobs, a reduced expense of USPS postage generated by using self-mailers could be significant. By following the rules and regulations that specifically govern self-mailers and being sure to include the required elements for each promotional period, marketers can really benefit from planning with the annual promotions in mind.

The 2022 Promotions include:

Tactile, Sensory Interactive Mail piece:

First Class and Marketing/Non-Profit

4%

Emerging and Advance Tech:

First Class and Marketing/Non-Profit

2 - 3%

Personalized Color Transpromo:

First Class Mail

3%

Informed Delivery:

First Class and Marketing/Non-Profit

4%

Mobile Shopping:

Marketing/Non-Profit Mail

2%

UNITED STATES POSTAL SERVICE®

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Increasing ROI

SPC has the knowledge and expertise to assist marketers in designing and deploying self-mailers that will resonate with consumers and drive them to action, while at the same time reducing the overall cost and increasing the ROI of marketers' direct mail programs.

Contact Ryan LeFebvre, SPC's EVP of Sales & Marketing at ryanl@specialtyprintcomm.com, to learn how you can successfully integrate self-mailers into your marketing campaigns.