



Bright Ideas



Vol. 2, Issue 1

Lets Talk Green...

When some people think of being sustainable in their marketing, they automatically think “use less paper”. But resorting to electronic marketing doesn’t necessarily mean you are being green. Recent research by the environmental activist organization Greenpeace shows that the Internet will soon consume more electricity than England, France, Germany and Switzerland combined. Email may look green on the surface – but “offline” and out of sight, it is an energy “blackhole” sucking up

more energy than all the paper mills worldwide. In this issue of *Bright Ideas* we’re going to focus on ways you can become more “green” in your marketing.

We would also like to introduce you to our green division, **Eco Print Mail**. This new division is to help our clients become more aware of Earth-friendly practices they can use in their marketing as well as in their daily lives.

We’ll also explore what the United States Postal Service is doing to become more sustainable.



And finally, we invite you to share with us your sustainability ideas, plans and practices. Working together we can all make a difference for the future of our planet. ■

Getting The Lowest Cost Per Sale

We’ve all heard that it takes many “touches” to reach a prospect and then convert them into a sale. With this in mind, when comparing email and direct mail we need to make sure we’re comparing apples to apples and not apples to oranges.

When discussing the effectiveness of email marketing, experts talk about the “click rates” that are received. Essentially, this is when someone “opens” an email.

Many email programs use a preview screen. Once a “preview” of the email is shown (by clicking on the email subject), that email has now been “clicked”. Opening the email is another click. Following a link in the email to a webpage, another click. Forwarding the email, another click. With all of this “clicking”, an email campaign can seem pretty effective. But wait! Someone still needs to make a purchase. All of this clicking does not mean the message was converted into a sale.

Now lets look at how direct mail works. Someone takes the mailer out of their mailbox and sees it (click). They flip through all of their mail and hold onto your mailer

to view again later (click). They pick it up later and read it more thoroughly (click). They visit your website to learn more (click).

In reality, there is no way to measure the actual “click rate” for direct mail. Therefore, a true comparison between email and direct mail for “click rate” is difficult to gauge. To truly compare these two mediums for yourself, you need to focus solely on the purchase rate between the two methods.

An article in the magazine *Mailing Systems Technologies* researched this topic and provided many great statistics in comparing the effectiveness of email and direct mail.

A 20 year study by the USPS showed a five year average of the data shows that 82% of recipients of direct mail read or scan the advertising. Compare this to email which receives a 2% read/scan rate.

According to the article, to determine which method is most successful it compares the response rate with the cost of an email list (rental) vs the cost of producing a direct mail piece (list rental,

printing, mailing services & postage). Direct mail came out with a lower cost per sale.

While email is perceived as superior for driving website traffic, QR codes can be scanned from a direct mail piece with a smart phone and deliver that same result.

Watch out email marketers, your days might just be numbered! Read the entire article in *MST*, Jan/Feb 2011 issue in the Digital Magazine section of their website at <http://mailingsystemstechnology.com>. ■



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SERVICE INSIGHT:

Meet Eco Print Mail



Many businesses want to “go green” but might not be sure where to start. We recycle our lunch time soda cans, we reuse paper for note taking before recycling it, we may even reduce waste by bringing our lunch in reusable containers. But how can we apply these same concepts to our business?

Our green division, Eco Print Mail, hopes to raise awareness on how you can do more (or even just start) to be green while at the same time using sustainable products and processes for printing and mailing.

Our digital press is petroleum and toxin free so you can be confident that your marketing materials are printed to be safe and recyclable. Remember, it’s not just a matter of using recycled paper - you want your direct marketing materials to be recyclable throughout their life cycle. Beware!, some inks and coatings can cause recyclable paper to be rendered non-recyclable.

TMD also has inkjet machines that use toxin free inks. And we reuse materials for setups so there is less waste.

We also maintain a blog on sustainability and environmental news related to the printing and mailing industry. One special feature called Eco-Tip™ shares ideas on how you can become sustainable in your everyday life. ■



Recent Tweets

www.twitter.com/themailingdept

Great article on #directmail! RT @ CMedicallists 8,661,394 Reasons to Avoid 1 Really Bad Idea: (blog link)

Can #DirectMail be #green? Start with greening your mailing list. (blog link)

Need to scan/read an IMb barcode? If u have an Android phone, this lil app can help! (link) NOTE: we heard from the developer & an iPhone version is in the works!

The future of direct mail? Maybe not today...but video coming to a self-mailer near you may be sooner than you think! (video link)

Create More Readable Copy through Testing - MS Word tip on your document's statistics! (blog link)

Recycle Logos - Which to use? (link)

Interesting history of USPS stamp blunders & hikes (link to article) ■

FROM THE BLOG:

Eco-Tip™ - How Green is Your Home

May 30, 2011
Vol. 2; No. 18

Your home is probably more dangerous to the environment than your car.

A little more than a week ago I heard a presentation by architects Adrian Smith and Gordon Gill. Smith and Gill have designed some of the most energy-efficient buildings in the world -- including Masdar Headquarters -- the first mixed-use positive energy building in the world -- a building that actually produces more energy than it consumes.

Too bad the same can't be said for the Willis (formerly Sears) Tower in Chicago. Working on a “re-hab” of Willis Tower, Smith and Gill revealed that the current annual energy/carbon footprint of the Tower is the same as 20 million cars or consuming 11 billion gallons of oil.

Our homes aren't as large as Willis Tower,

but extrapolating down, even at 1/ millionth of the energy consumption of the Tower, your home uses the equivalent of over a thousand gallons of oil a year -- more than the average passenger car.

For your own pocketbook, as well as the future health of your children, make your home as energy-efficient as possible.

For example, yesterday, despite the near record heat in Chicago, we left our downstairs air conditioner off. By lowering our blinds and leaving the windows and doors closed and using the “stored” coolness from last week's chilly weather, our house was a good twenty degrees cooler than outside. Lower your shades and lower your utility bill... ■



Read more tips online at EcoPrintMail.com

INTRODUCTIONS:

Meet our sustainability specialist!

David Weiner is our sustainability specialist. He is an award-winning writer and a printing and mailing industry "solution-finding" professional. After graduating from the University of Illinois in 1967, David became a teacher and writer, and spent eleven years in Japan. While living in Japan, he worked with students of Masanobu Fukuoka, author of the natural farming classic, *One Straw Revolution*.

He returned to the United States to assist in his family's mid-size (95 employee) printing and mailing company and used his unique experiences and "outside-the-box" perspective to assist clients in overcoming obstacles and achieving their goals.

It was, however, becoming a parent in his late forties that brought home the ideals he had learned earlier and David began crystallizing his environmental constructs. His perspective as a parent and the world he was bequeathing to his children led him to become a passionate sustainability spokesperson and "real world" practitioner. As an experienced pressman, David helps clients reduce resource usage and costs, saving one client 25,000 lbs of paper and \$18,000 over their 3 month long direct mail program.



David uses his professional and personal experiences to find commonality and make sustainability real for everyone – without finger-pointing, halo-wearing, or absolutes.

David lives with his wife and two daughters in Wilmette, Illinois. ■

MAIL DESIGN UPDATE:

USPS Launches QR Code Program

This is not so much an update to mail design requirements as it is an added design element that can benefit your company's bottom line.

We are far from the paperless society that was predicted so long ago when computers became a household item. And direct mail has not gone "out of style" because of the Internet. Statistics have proven that direct mail and the Internet are two mediums that work well together.

To emphasize this point, the United States Postal Service has launched a new summer program that drives both direct mail AND the Internet. During July and August, the USPS is offering a postage discount to qualifying mailings that include a Quick Response (QR) code on the mail piece. This two-dimensional, smartphone-friendly barcode is meant to drive traffic to the sender's web presence or additional offers posted on a mobile-enabled website.

The two-month Mobile Barcode Promotion marks the first mailing industry promotion based on a multimedia approach, and is designed to demonstrate how the value of mail is increased by interfacing with technology

to engage customers.

The Mobile Barcode Promotion is open to mailers — including non-profit mailers — who submit qualifying First-Class or Standard Mail letters, flats or cards electronically using a permit imprint payment method. All mailpieces must include a mobile two-dimensional barcode on the outside of the mailpiece or within the mailpiece. The marketing information relayed in the mobile barcode must be relevant to the contents of the mailpiece. A separate postage statement is required for all mailpieces with mobile barcodes. Complete details can be found online on the USPS *Deliver Magazine* website (<http://delivermagazine.com/mobilebarcodepromotion>) or by contacting TMD.

To try a QR code in your next mailing, contact TMD before this offer expires. **This program runs from July 1 through August 31, 2011.** Although you can use the code on any mailing, the postage discount is only for a limited time. And who doesn't like to save money? ■



Ready to start scanning?

Already downloaded a QR Reader and need something to scan? Get to know us better by scanning some of these codes! ■



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And see page 3 for details about how using a barcode like this can save you postage this summer!

INDUSTRY NEWS:

USPS Green Movement

As suggested by its *Go Green Forever* stamps, the U.S. Postal Service became a lot greener last year. Recognized for sustainability innovations and leadership, the agency reported an 8% reduction in greenhouse gas (GHG) emissions from a fiscal year (FY) 2008 baseline. The reduction of 1,067,834 metric tons of CO₂ is an amount equal to the annual emissions of approximately 204,000 passenger vehicles.

From FY 2003 to FY 2010, USPS reduced its facility energy use by 29.4 percent, or 9.9 trillion BTUs, an amount equal to the energy used by approximately 100,000 average American households in a year.

The Postal Service voluntarily reported its FY 2010 GHG emissions reduction progress according to Federal Greenhouse Gas Accounting and Reporting Guidance. USPS reported a

reduction of 9.5% in facility energy and fuel use, and 7% in contracted transport, wastewater and solid waste. While this is the Postal Service's first fiscal year federal GHG emissions report, it is the agency's fourth year of publicly reporting its GHG emissions.

Other factors supporting USPS' positive GHG results are:

- More than 400 cross-functional Lean Green Teams across the country, which produce significant results in energy reduction and resource conservation.
- More than 44,000 alternative fuel-capable vehicles.
- Green mail delivery, which includes nearly 10,000 "fleet of feet" walking routes, nearly 70 bicycle routes and close to 80,000 "park and loop" routes, where carriers deliver mail on foot after driving to neighborhoods.

- More than 27 billion third-party Cradle to Cradle Certified™ stamps and shipping supplies provided to customers in FY 2010, which meet established standards for human and environmental health and recyclability. USPS is the only mailing and shipping company in the world to have earned this certification.

These energy-conservation actions are part of a comprehensive strategy USPS is using to meet its goals to reduce energy use in its facilities 30 percent by 2015 and GHG emissions 20 percent by 2020.

USPS also helps customers reduce their own carbon footprints. Visit usps.com/green and the green newsroom for more information. ■

