



Mail: a powerful, effective way to connect with your customers

Successful communication is about reaching the right audience at the right time with the right message to create a lasting impression. One of the most effective ways to do this is through the medium that Canadians prefer the most—mail.

An essential part of your marketing mix

The Lettermail™ service from Canada Post provides one of the most powerful and personal ways to reach your customers—whether it's your main connection with your target audience or part of a multi-channel communications strategy.

Get the most from your communications budget

Leverage the reliability and timing of the Lettermail service to send key messages that support marketing campaigns, programs and events.

Reinforce your brand

Use the Lettermail service as an effective, direct communication tool to keep your products and services top of mind with your customers.

Build relationships and increase customer loyalty

Using mail to build trust with your customers, create awareness about your products and increase receptiveness to future offers through informative newsletters.

Maximize your communication

Take advantage of your regular mailings to increase brand visibility and promote your products and services by adding inserts and coupons.

Convey more complex messages

Use the delivery channel that enables you to communicate more detailed messages than other media—including radio, television and newspaper.

Target high-potential customer segments

Combine the Lettermail service with your own or third-party databases to customize offers to customers and prospects with a high propensity to buy your products.

The Lettermail service is an affordable, reliable and personal way to reach any address in Canada.

Get the most from mail

Make sure it always gets into the right hands

Mail that cannot be delivered to a specified address is redirected to the addressee or automatically returned to the sender—reducing the risk of mail ending up in the wrong hands.

Protect your mailing

Use the Do Not Forward feature to ensure that important items are returned to you if the addressees have moved. This will allow you to validate the correct address prior to sending mail to the new address. It's an effective tool against identity theft and fraud.

Create a two-way dialogue with your customers

By combining mail with a response vehicle such as the Business Reply Mail™ service, you build a vital feedback loop and database-cleansing tool into your communications cycle.

A one-to-one meeting with your customer

Mail can play a pivotal role in your communication and marketing programs. It's one of the most effective ways to reach and connect with your customers. Plus it's part of the habits and rituals of Canadians.

- 93 per cent of Canadians read their mail the day they receive it.¹
- 94 per cent of Canadians are more likely to open a piece of mail if they do business with the company from which it originates.¹
- 79 per cent of Canadians agree that mail is the best way to receive important information.²

Visit canadapost.ca/lettermail



2–4 days Canada-wide

Our speedy, reliable Lettermail delivery allows you to plan and pace your mailings with precision.

Local: **2 business days***

Regional: **3 business days***

National: **4 business days***

Have a one-on-one communication with your customers through the Lettermail service.

* Some exceptions apply.

¹ Consumer Attitudes Toward Direct Marketing and Traditional Media, CP #09-210, March 2010.

² The Value of Mail Study, CP#07-27, September 2007.

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