

# Getting back to business

Now is the time to ensure people know you're open for business, and Canada Post would like to help.



To support small businesses that have been affected by the COVID-19 pandemic, we're currently offering direct mail discounts that businesses like yours can use to reach and re-connect with customers in your local markets.

Whether you sell online, in-store or both, direct mail is something tangible that people hold right in their hand. It gives you and your message a one-on-one moment with your customers that can help you stand out and stick in their minds. And, right now, you can use it to help restart your business.

*Direct mail can help you achieve your business goals by physically putting your brand into your customers' hands – and into their homes where important decisions are made.*

## DIRECT MAIL DISCOUNT TO SUPPORT SMALL BUSINESS



While there are different direct mail services, we suggest that [Neighbourhood Mail™](#) is the best choice for businesses like yours to let customers know that you're open and what they can expect from you. It's fast. It's easy-to-do. Plus, we have three promotional offers to help you keep costs down.

You can get started now with one of our [Neighbourhood Mail™ promotions](#) or keep reading to discover more about this service.

## NEW TO NEIGHBOURHOOD MAIL?



That's okay. We have everything you need to launch your direct mail campaign hassle-free – from our partners who can do it all for you, to online DIY tools that can help you launch a mailer in less than 10 minutes, to informational resources in case you want to learn more.

The main takeaway is that Neighbourhood Mail™ includes options for businesses of any size, that have experience and budgets of any level:

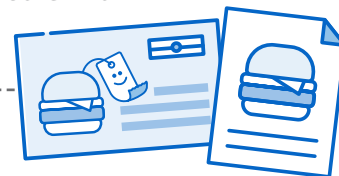
# 88%

*of Canadians visit a store or go online after receiving a direct mail piece.*



Source: CPC/ Kantar, SMM Stats Update, CPC 18-216, 2018

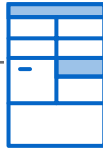
*What is Neighbourhood Mail™? These are items, like flyers and postcards, that do not include an address but that are delivered by Canada Post into people's mailboxes along with their other mail.*



## ✓ Target small or big

Neighbourhood Mail™ is flexible. You can reach anywhere from a single postal route (roughly 500 addresses) to every household in the country.

*Mailboxes matter! Canada Post is the only delivery service that can deliver your direct mail ads into the mailboxes of Canadians who live in apartments and condos.*



## ✓ Find the people who are most likely to shop with you

You may know exactly the neighbourhood you want to reach, or you can let data point you to it. You can easily apply an array of filters like gender, age, income level to locate the postal routes that are home to your ideal customers.

## ✓ Integrate with digital ads according to your level of expertise

You can integrate your Neighbourhood Mail™ items with your digital ads. Whether that's by using similar designs, targeting with the same filters, or working with data experts to reach the same audience across channels.

*Did you know? When direct mail and digital ads work together they achieve better results.*



## GET HELP OR DO IT YOURSELF

### Get help

Small businesses have a lot to think about now. If you want to use direct mail but prefer not to do it yourself, we have partners across Canada who are standing by ready to help.

These are printers who specialize in creating and executing direct mail campaigns including targeting your customers, developing your creative, printing and bringing it to Canada Post for delivery.

### Do it yourself

If you prefer to create and launch your own Neighbourhood Mail™ campaign, you can with [Snap Admail™](#) – and it will only take about 10 minutes.

It's our online tool made just for small businesses. You upload your creative design, choose and apply your targeting filters, and select the areas you want to reach. There's also an option to create a completely integrated direct mail and digital campaign, which research shows resonates most with customers.

Check out our Snap Admail™ and Snap Admail Plus videos to [learn more](#).



## TIPS FOR DESIGNING GOOD DIRECT MAIL

You want to design, you want to make the most of the channel your message is intended for. When it comes to strong direct mail, here's what you need to do:

- 1 Include a strong call to action (CTA). Think about what you want your audience to do, give them a specific task. For example: Visit my website or call this phone number.
- 2 Pick one key message. Saying too much will overload the viewer.
- 3 Include an offer, and make sure it is easy for the customer to redeem. Use clear and concise language.
- 4 Show images of people interacting with your product or service.
- 5 Focus on action-oriented messaging.
- 6 Don't forget about tracking! Include a unique phone number or special promo code.

Also, if you're integrating your direct mail with a digital ad, it's more effective when they work together. So be consistent with choices around colour, font, images, messaging and the overall look and feel.

FRONT



- 6 Don't miss our biggest sale of the year! Visit us online today and get your favourite items before they are gone.

Get your **50% off** today on thousands of items!

Call **1•800•669•8888** or check us out at **kiSkiSki.ca**

BACK

## WHAT TO DO NEXT?

There's so much you can do with direct mail, and we're here to help you make the most of it:

Join our free [Solutions for Small Business program](#) to tap into our savings and benefits.

To gain more in-depth knowledge about direct mail – and marketing in general – download our [Essential Guide To Direct Mail](#).

Learn more about our current [Neighbourhood Mail™ discounts](#) to help small businesses.

