



# Presentation Guide: EDDM Postcards

In this session, marketing administrators will train their end users on how to create and send EDDM postcards directly to their recipients mailbox leveraging a USPS integration.

## POWERPOINT

### Agenda

- About Every Door Direct Mail (EDDM)
- How this helps you win
- In-platform Training
- Best practices
- Your next steps!

### Every Door Direct Mail (EDDM)

- Create postcard in Total Expert – quickly and easily create and publish postcards directly through the Total Expert platform.
- Mail to every address on a route.
- No mailing list needed.
- Target a mailing by area – USPS integration allows for users to see housing data for each carrier route. Allows for targeted marketing.

### About Direct Mail

- Why should users leverage EDDM postcards?
- 70% think “snail mail” is more personal than the internet (Direct Marketing Association).
- 56% of Americans enjoy receiving mail (DMA research).
- 60% of recipients visited a promoted website (USPS).
- 21% less cognitive efforts to process than digital media with higher brand recall (CPC).

### How This Helps You Win

- Promote Brand – increase your brand presence by targeting certain markets.
- Celebrate Successes – inform your community and network of your success to attract new business.
- Additional Channel – expand your marketing channels and methods of communication.



## In-Platform Training

\*Before you begin - assist and guide users with the login process based off your organization's login method\*

### How to Create an EDDM Postcard

- Within the navigation menu click on Print Marketing > Create New
- Next, click on the EDDM Postcards tab on the left or search for EDDM at the top left.
- Identify the specific EDDM postcard you want to demonstrate.
- On the right-hand side, click on Actions > Select.
- \*Note that EDDM postcards are co-branded. \*
- Select a Color Scheme – color schemes can help users align the color scheme of the postcard with the color scheme of their co-marketing partners.
- Select a Co-Marketing partner profile.
- Let users know that upon selecting a profile, that agents' active listings on the MLS will automatically populate.
- Step 2 is OPTIONAL:
  - If the user would like to search the MLS manually for listings, they can search by MLS#, State, Location, and Agent Name.
  - Users also have the capability to search the agents' listings that are in Pending or Sold status on the MLS by toggling through the Listing Status field.
- Select any listing.
- Click Customize and Publish at the top left.
- Media File Name: allows for user to repurpose the name of the postcard. For example: EDDM – 123 W. Elm St.
- The MLS integration will bring in the images, remarks, details, etc. of the listing.
- Cover the areas users can edit:
  - Header text
  - Click on any image to demonstrate ability to swap images directly from MLS
  - Agent remarks
  - Agent details
  - Co-marketing partner profile
  - BEST PRACTICE: copy the listing address. This will make it easier to locate the listing when using the USPS integration.
- Click Save First Draft.
- After the first draft has been saved, let users know that content can no longer be edited nor unpublished after clicking Publish. Encourage them to double check their work.
- Click Publish.



## How to Ship EDDM Postcards through a USPS Integration

- After you click publish, the platform will automatically redirect users to their “Saved” print marketing content.
- Click on the Actions button on the right-hand side of the EDDM postcard you just created.
- Select the USPS EDDM action.
- At the top left, use the search box to paste in or type in the listing address.
- Note: a pin will be dropped so users can see exactly where the listing is located as well as carrier routes that surround that listing.
- Users can adjust the radius, next to the search box.
- Hover over a few carrier routes:
  - On the right-hand side, point out the data that gets brought in per each carrier route.
  - Single family, apartments, residential, PO boxes.
  - Helps users identify and target specific markets.
- Select a carrier route.
- Click Review Estimated Cost at the bottom left.
- Review the Payment Agreement pop-up screen.
  - Total quantity stems from the carrier route that was selected.
  - Review total cost and how the cost splits were determined dependent on your organization’s compliance and policy.
  - Check off the disclaimer box and click Submit Order.

## How to Pay for EDDM Postcard Orders

- After you click Submit Order, inform users that the last step in this workflow is to select a payment method. The USPS will not accept the order until payment has been made from both parties.
- Note that after you click Submit Order, users will get redirect to their “Orders” tab within Print Marketing.
- Click on the ... icon to the left of EDDM Postcard order.
- Click on Pay.
- Select a Credit Card and then click Submit.
- Important reminder and note: Both the lender and agent will need to have paid for their share of the cost split before the USPS processes the order. The co-marketing partner that was listed on the postcard will need to login to their respective Total Expert account and pay for their share of the order by going through the exact same process as outlined above.

\*\*\*If your organization allows your users to apply marketing budget dollars to their orders, let them know they may also select that option on this screen. \*\*\*



## **Back to POWERPOINT**

### **Best Practices**

- Incorporate direct mail into your overall marketing strategy.
- Use EDDM “Just Sold” postcards to announce recent home sales.
- Include neighborhoods adjacent to a recently sold property.
- Personalize postcards to highlight successes. Include “Sold in 5 days!” or “Sold for more than asking price!” to communicate value to prospects.

### **Next Steps**

- For adoption and retention purposes – encourage your audience to access supporting documents, videos, and resources and demonstrate where they can access our Help Center within the platform, as well as reaching out to our Product Support team.