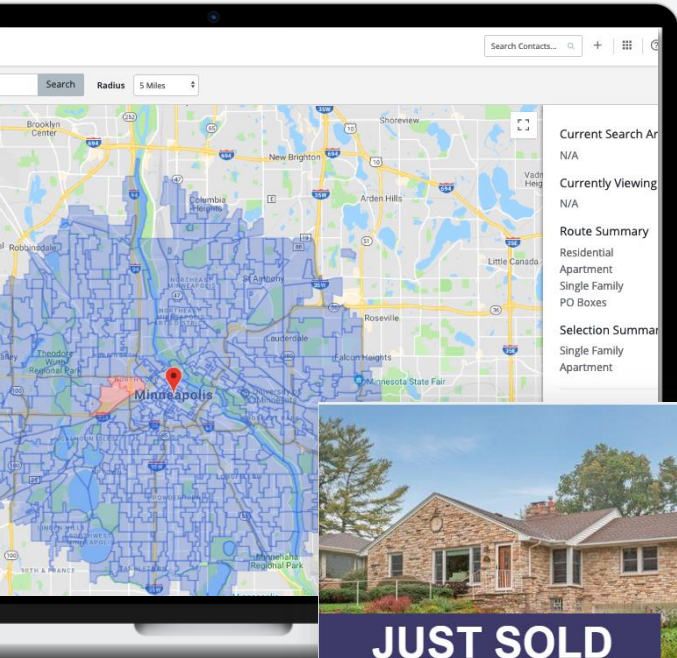


# Every Door Direct Mail (EDDM)

# Agenda

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- About EDDM
- How this helps you win
- In-platform training
- Best practices
- Your next steps!



# EDDM

- Create a postcard in Total Expert.
- Mail to every address on a route.
- No mailing list needed.
- Target a mailing by area.



# Direct mail

## Fast facts

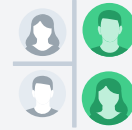
- 70% think “snail mail” is more personal than web marketing.
- 56% of Americans enjoy receiving mail.
- 60% of recipients visited a promoted website.
- 21% less cognitive effort to process print marketing than digital media, with a higher brand recall.

# How this helps you win

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Promote your brand

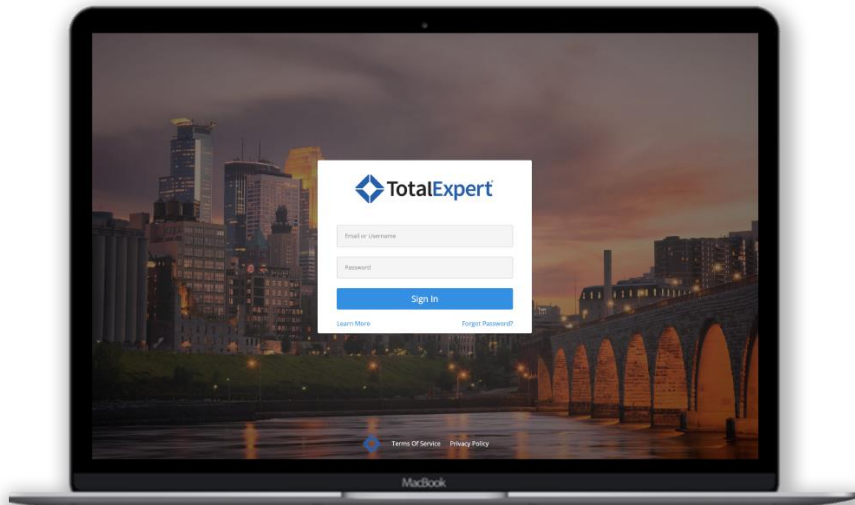


Celebrate successes



Additional channel

# Logging in & Platform Training



## THREE STEPS

Step 1: [www.totalexpert.net](http://www.totalexpert.net)

Step 2: Work email address

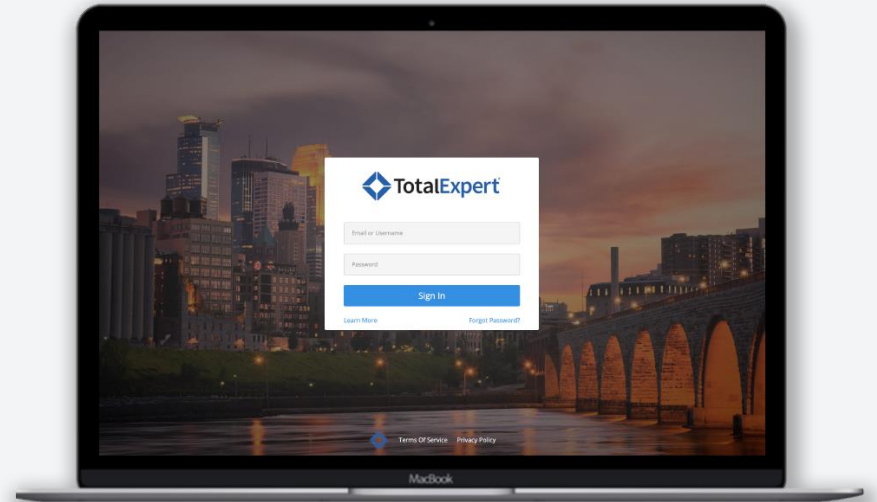
Step 3: Password

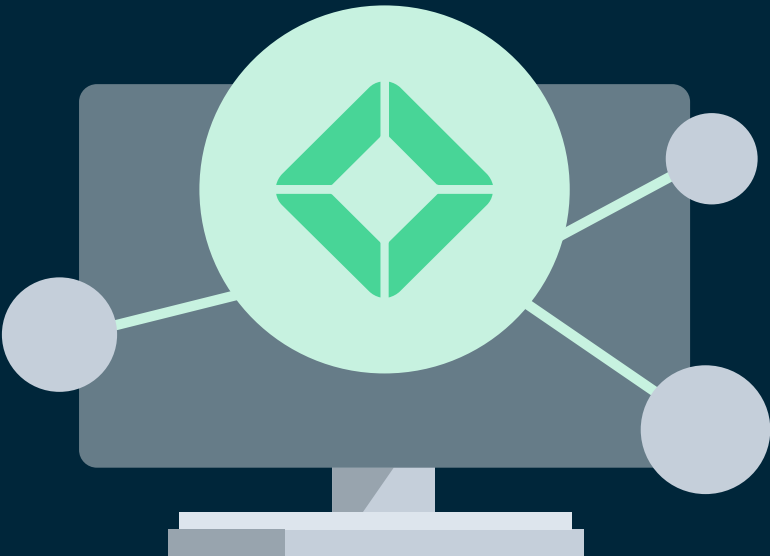
# Logging in and platform training

**Step 1:** [www.totalexpert.net](http://www.totalexpert.net)

**Step 2:** Work email address

**Step 3:** Password





## 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.



# Going forward from here



Next steps



Documents



Videos



Support

**Thank you**