

## Unlock the power of Lettermail™



## Drive greater value from your Lettermail by tapping into a world of creative options

If you think there's nothing exciting about mail, think again. Now is the time to rediscover Lettermail, uncover hidden opportunities and create a lasting customer experience.

### Get the most from your mail

Lettermail isn't just an envelope with a piece of paper inside. It's the ideal channel for engaging your customers in meaningful, one-to-one conversations that strengthen relationships and build loyalty. There are several things you can do today to increase the value from your mailings.

### Make your messages stick with Repositionable Notes

Add a Repositionable Note to your envelope to highlight an offer or as a peel and stick reminder of your company. You can also use Repositionable Notes as coupons to drive traffic to your store or website.

### Take advantage of 'free' space on your envelope

Market your brand with envelope artwork. Include your company's logo and tag line, or advertise support for a cause of choice. Overprint your envelope with promotional offers and intriguing messages that can help entice your readers to "open up" and act on your offer. This allows you to turn a simple, white envelope into a powerful marketing tool.

### Sell space inside the envelope

Often there's excess space in the envelope over and above what you need for your statement, so why not put this extra capacity to good use? Consider selling advertising space to other companies to boost your revenue and offset mailing costs.



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## Make a Great Statement inside and out

It's a fact: envelopes containing bills, invoices and statements get opened and read. Great Statements provide more than just account information; they can help you build one-on-one relationships with your customers, increase your revenues and decrease your costs. Design a Great Statement today by:

- Personalizing statements for each customer
- Using visual aids like graphics and charts to make information easier to understand
- Creating a clean design with a limited number of font styles and sizes

Visit [www.canadapost.ca/greatstatements](http://www.canadapost.ca/greatstatements) to learn more about effective statement design.

## TransPromo helps make a Great Statement

Incorporating promotional messages and valuable information on your documents, known as TransPromo, helps derive more value from your mail. You can even tap into new revenue by selling any 'free' space on your documents to advertisers.

## Lettermail fast facts<sup>1</sup>

- 89 per cent of Canadians open and read their mail the same day they receive it.
- 92 per cent of Canadians are more likely to open a piece of mail if they do business with the company from which it originates.
- 72 per cent of Canadians agree that mail is the best way to receive important information.
- 85 per cent of Canadians prefer to receive their bills and invoices by mail.
- 79 per cent of Canadians prefer to receive general business correspondence by mail than by any other means.

**Visit [canadapost.ca/lettermail](http://canadapost.ca/lettermail) today to learn more about how Canada Post can help you increase your mailing ROI.**



## Precision marketing

When was the last time you considered Lettermail for marketing? If you haven't, you should. Unlike traditional mass advertising, Lettermail enables you to market highly personalized and creative pieces to a well-targeted segment.

## Choose Lettermail from Canada Post

- ▶ Get noticed
- ▶ Get opened
- ▶ Get a response

<sup>1</sup> The Value of Mail Study, CP#07-27, September 2007. Lettermail™ is a trademark of Canada Post Corporation. Printed in Canada.