

Meeting a Hiring Challenge with Direct Mail

WeDo direct mail. A local manufacturing company was looking to hire new employees and wanted to send direct mail to residents within a two- to five-mile radius of its manufacturing plant. Since we already print and mail the company's monthly newsletter, our help was sought to produce the direct mail piece. At first, the company wanted to print a flyer and put it in an envelope along with a promotional pen. We priced a few options, and the postage for the mailers was going to be more than \$3 each, which was more than the client wanted to spend.

Targeted Direct Mail

We knew the solution for this client was the U.S. Postal Service's Every Door Direct Mail®. With EDDM, we were able to get the per piece price down to 38¢, including postage, which allowed the company to send mailings throughout the city and to five surrounding cities in the metro area. Another challenge was fitting all the information the company wanted to include on a postcard.

We chose a full color, 8.5-by-11 inch, 14-point card with UV coating that allowed room for all the pertinent details while also standing out from other mailings.

Over a six-month period, the company sent out 17 different mailings to nearly 200,000 residents in the metro area. The mailings helped alert the community about the company's hiring efforts and resulted in hundreds of quality candidates being interviewed.

PIP can help you craft smart direct mail campaigns that connect you to meaningful prospects and customers to boost sales, create loyalty programs and increase ROI. **Contact us at pip.com.**