

# TTPOST delivers a Direct Line to **GREATER PROFITS**



“Fostering the growth of direct mail as a factor of economic and market expansion by increasing market knowledge and by developing the expertise of stakeholders at all levels”

## **Universal Postal Union (UPU) Direct Mail Advisory Board – Mission Statement.**

As a member of the UPU, Trinidad and Tobago Postal Corporation (TTPost) embraces this mission and supports the global thrust to promote direct mail.

Challenging economic times demand maximum returns on every marketing dollar spent. **Direct Marketing delivers results!**

Direct marketing is, in broad terms, any direct communication to a consumer or business recipient that is designed to generate a response in the form of an order, a request for further information, and/or a visit to a store or other place of business for purchase of a specific product or service.

One of the oldest methods of direct marketing is Direct Mail, defined as the use of postal communication as an advertising medium for the same purpose.

Today, when customers open their letter-boxes, they can expect to find anything from a tennis ball to a bottle of fizzy drink inside.

Today's mail, with its odd shapes, bright colours, unusual materials, and even sweet scents, is guaranteed not to go unnoticed. Thanks to advances in information technology and digital printing solutions, the direct mail customer's receipt is becoming more and more attractive. It is not uncommon to find free samples of food or cosmetics, or even audio or video disks, in your mailbox, alongside traditional letters.

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References:  
Geoff Lancaster, Direct Marketing MDG Ltd., UK  
<http://www.marketingmasters.co.uk/geoff/>

There are two basic categories of direct mail, Unaddressed and Addressed.

Their respective characteristics and benefits provide a solution to a range of marketing objectives.

Let's examine the uniqueness of the unaddressed direct mail; this is advertising mail that does not include a specific address for delivery but utilizes the geographic segmenting of a country.

This medium is effective for the distribution of flyers or brochures and also provides a medium to deliver product samples and has an exceptional success rating for reaching prospective customers in a specific geographical area.

To the advertiser, communicating via this medium is exceptionally cost effective.

The more traditional of the two, addressed direct mail, is advertising mail that is sent to an address, usually to the name of a specific recipient.

Direct Mail is extremely useful for several business purposes, among them:-

- ✓ Distance selling
- ✓ Lead generation
- ✓ Customer relationship building
- ✓ Customer loyalty programmes
- ✓ Political campaigning
- ✓ Coupons and sampling
- ✓ Surveys

By far the most traditional use of direct mail internationally is mail order, the sale of products and services via advertising and offers sent by mail.

Whilst this medium has not been developed locally, it offers tremendous opportunities for the expansion of retail sales and service.

**TTPost business services can provide you with an end-to-end solution to jump start the growth of your business.**

**Contact us today for more information about how you and TTPost can be Direct Marketing partners!**



*Trinidad and Tobago  
Postal Corporation*

**...Delivering more than just mail**