Direct Mail

EVERY DOOR DIRECT GUIDE

Every Door Direct is a service provided directly by the USPS and it lets you choose a specific city, zip code even down to the exact street you want to send mail to.

This allows you to **get hyper focused targeted based on Demographics**, certain neighbor hoods obviously cost more money to live in, so if your practice offers services and treatments with aesthetics, hair, sexual wellness etc. these are perfect neighbor hood to market to.

You are going to need to create your mailer and have the copies sent to the post office of your choice.

Many of the companies that you create the mailers with will have mailing services like every door direct.

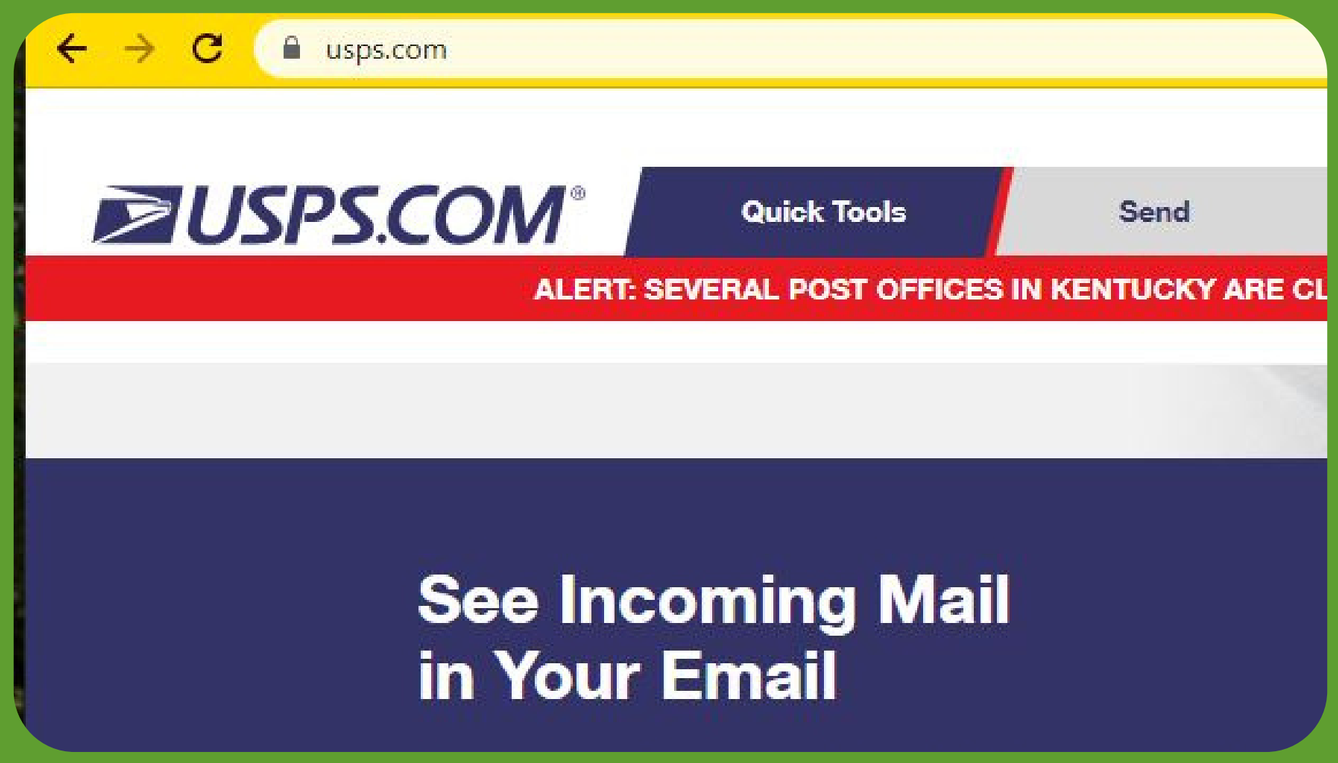
But using the actual post office and the service they offer is must more secure, and they have access to neighborhoods and communities that these companies do not.

Here are a few of the ***best rated companies for creating direct mail***

- **PostcardMania** — The best for multi-channel marketing campaigns
- **Vistaprint** — The most postcard designs
- **Gunderson Direct** — The best for hands-off marketing campaigns
- **PrintingForLess** — The best for targeting specific neighborhoods
- **NextDayFlyers** — The best for fast turnaround times
- **Cactus Mailing** — The best for coordinated Google Ad campaigns
- **SaaSMQL** — The best for SaaS lead generation
- **PsPrint** — The most options for mailer type

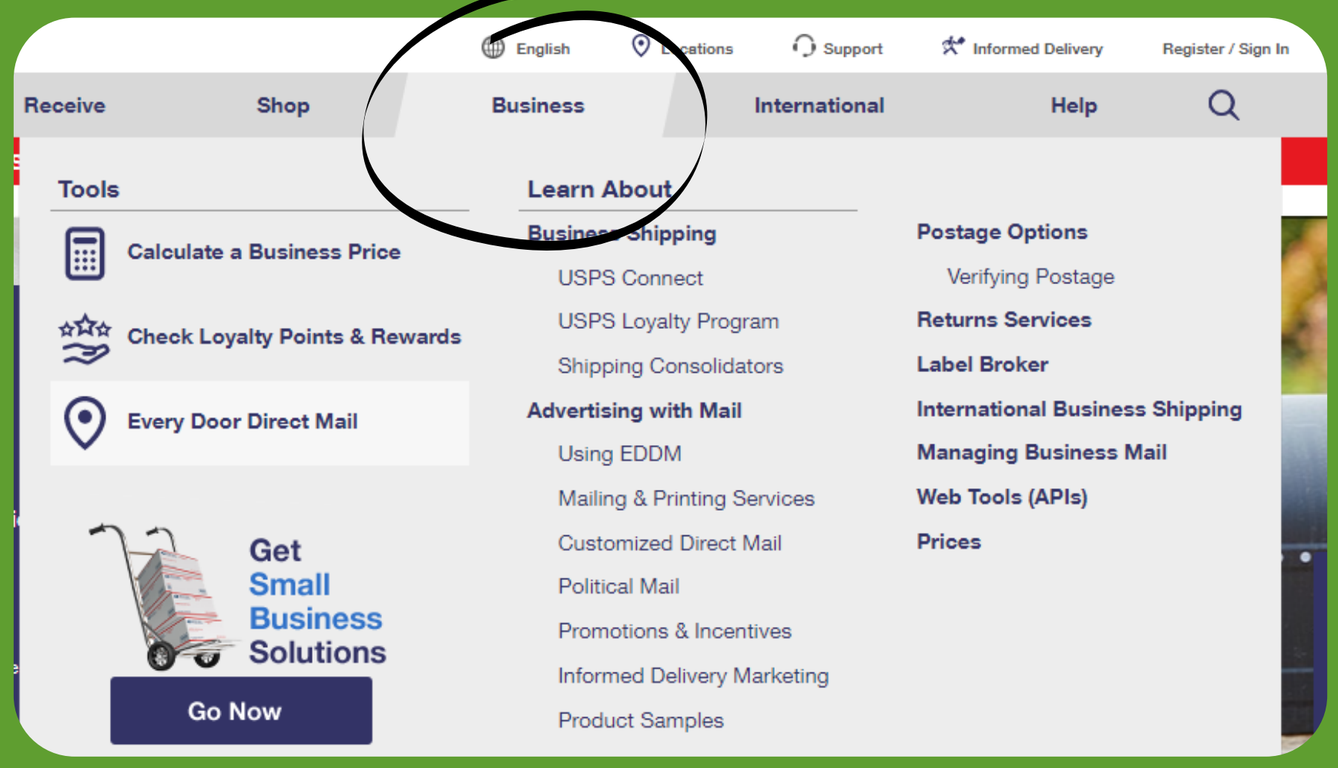
Once you have the mailers created, some of the companies will send them to the post office. But most of them you will have to mail to yourself or business and then drop them off yourself at the local post office.

Go to www.usps.com



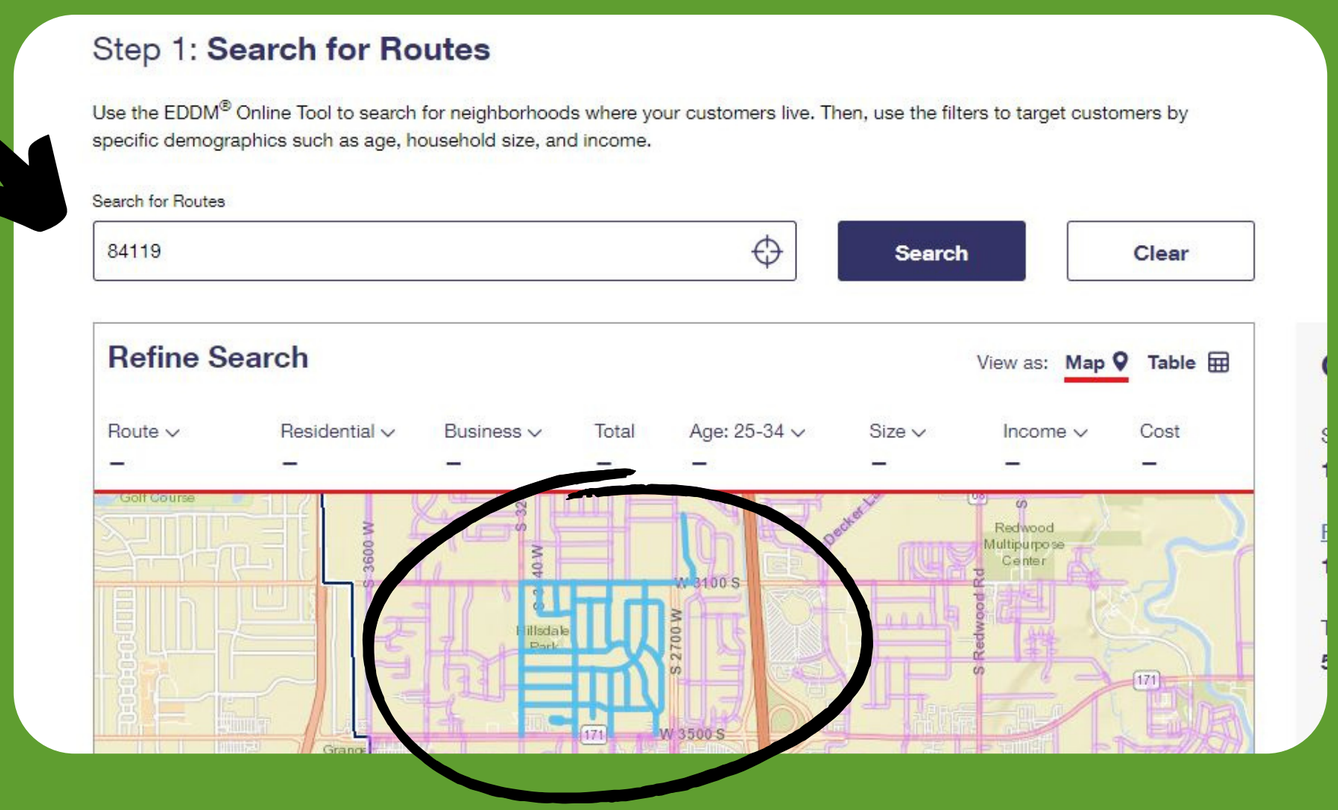
Hover over **BUSINESS** at the top.

On the left side click
EVERY DOOR DIRECT



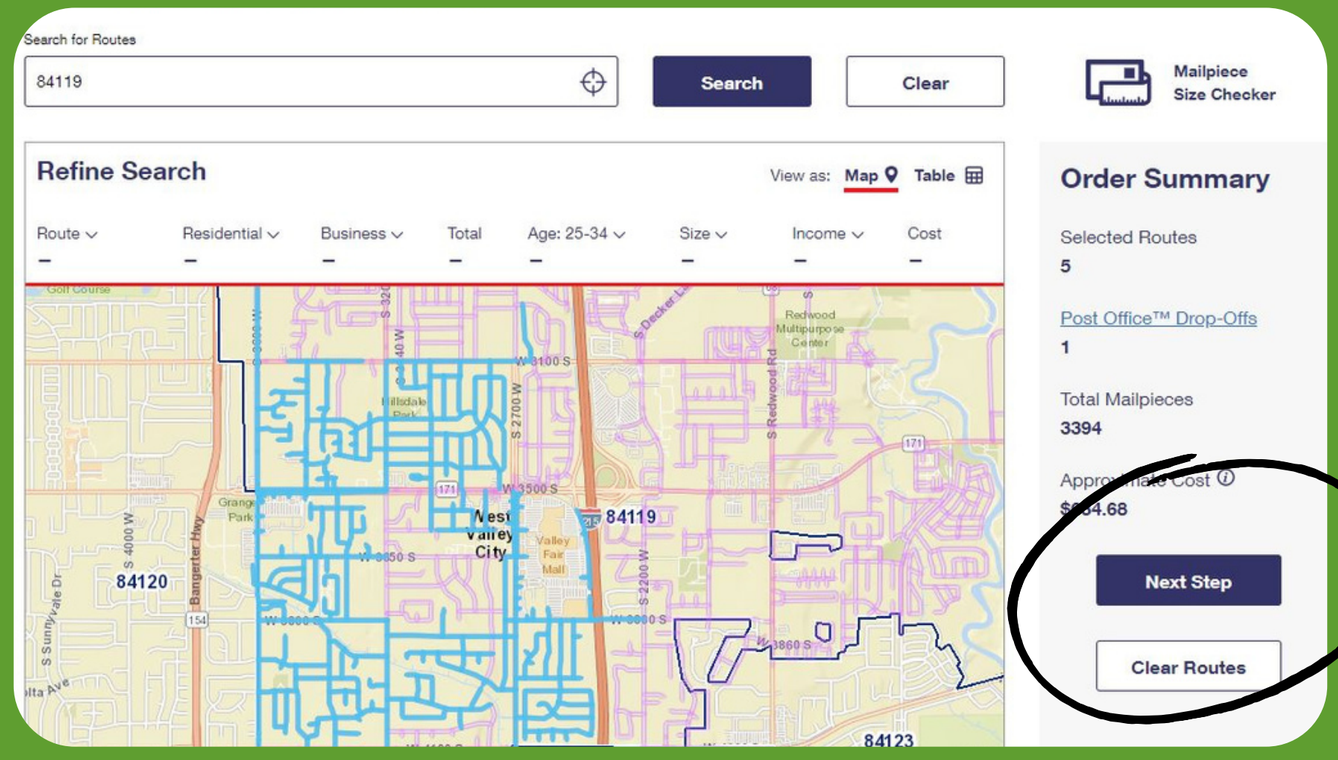
Enter **Zip Code** You Want to Target

Find an **area on the map** you want to send and click that area.

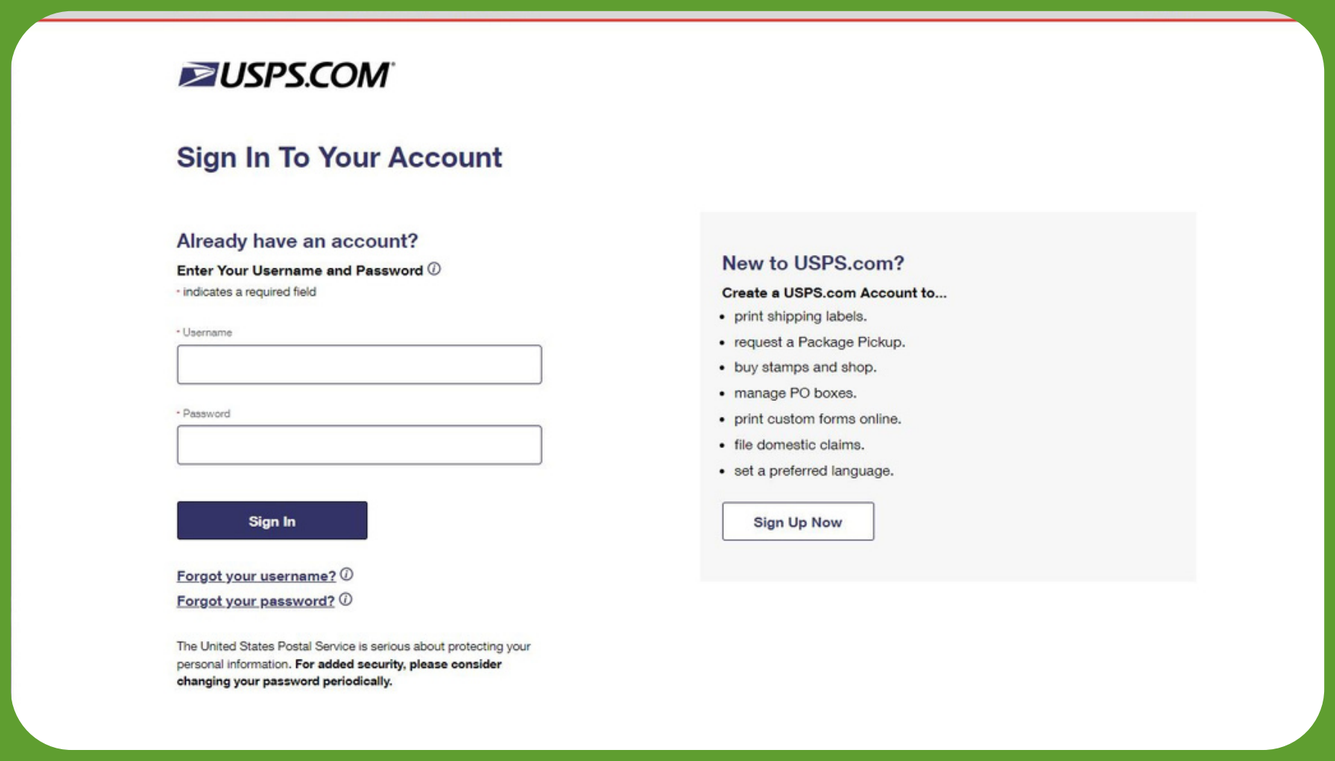


You can click **multiple areas** on the map, the price will adjust.

Click **'Next Step'**

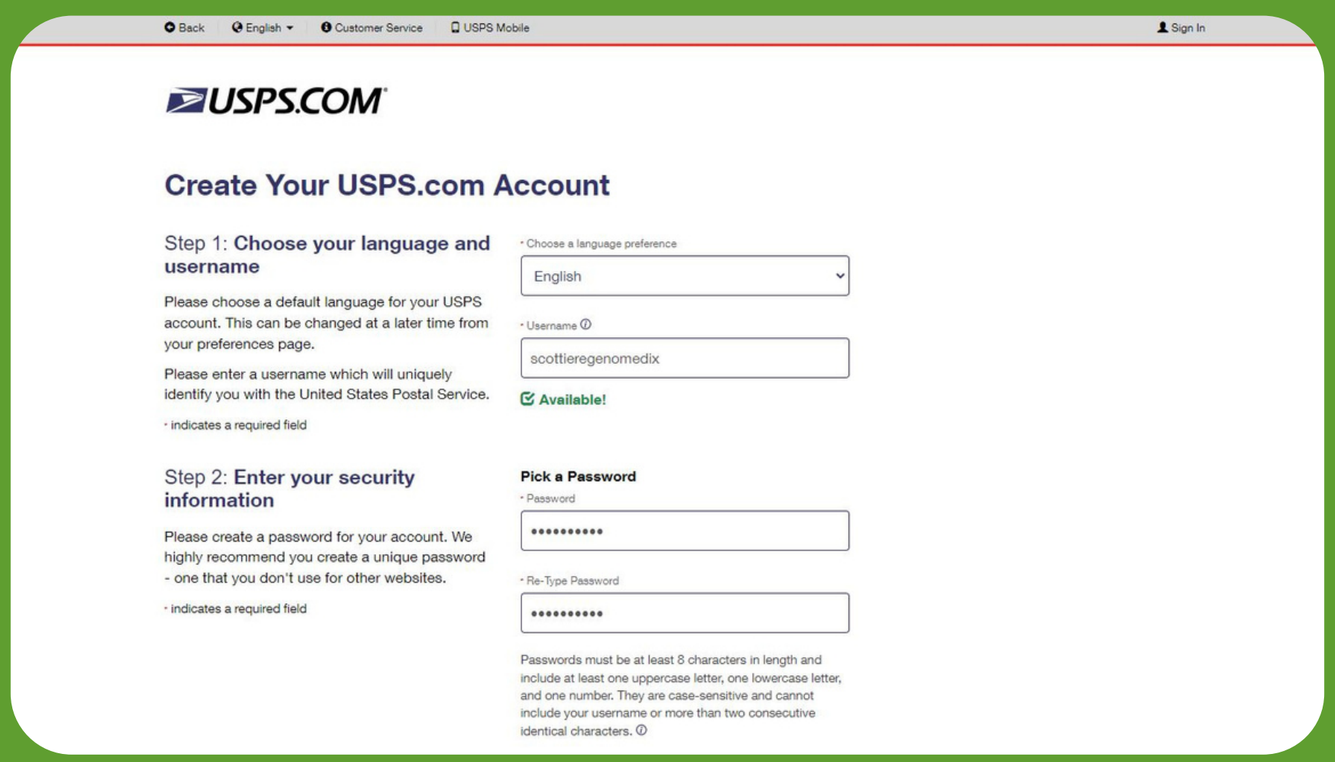


Click **Sign Up** Unless you already have an account with your business and usps

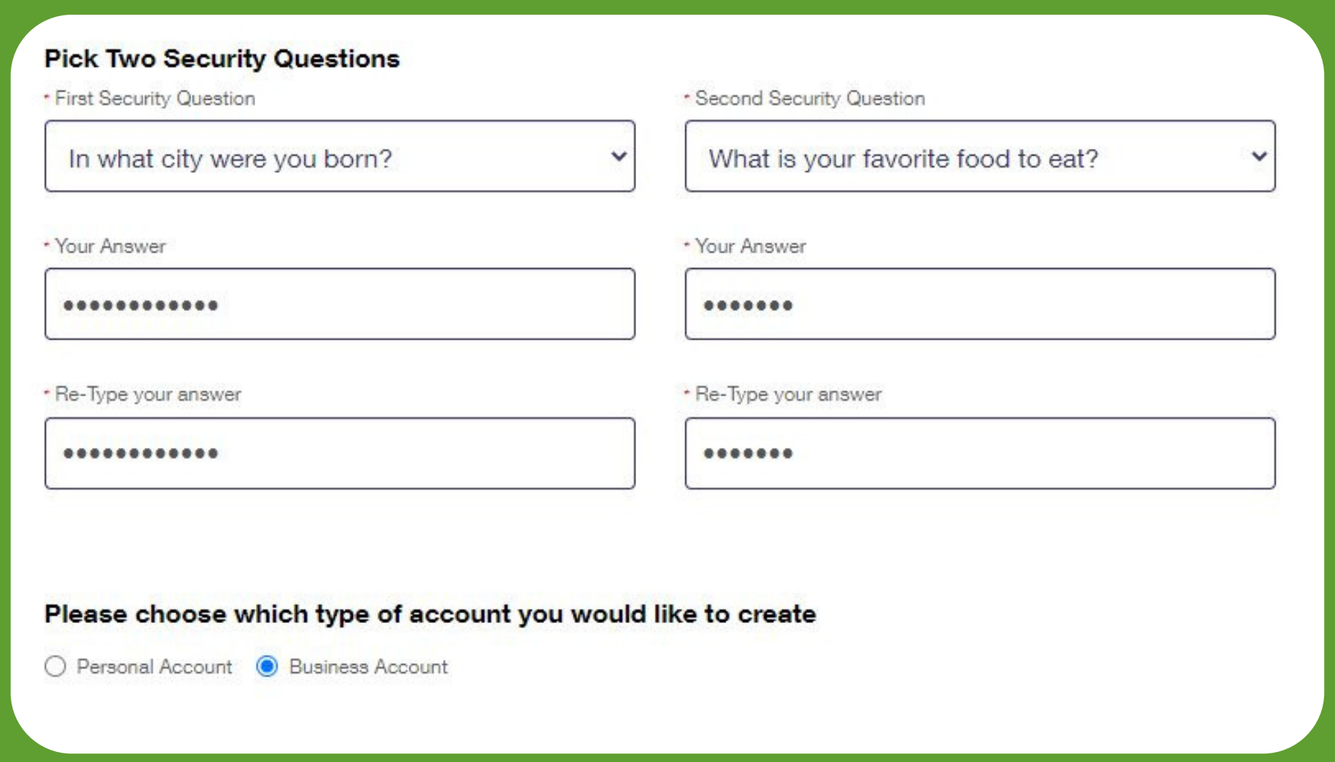


CREATE AN ACCOUNT

Pick a username and password



Choose 2 security questions,
save the answer somewhere



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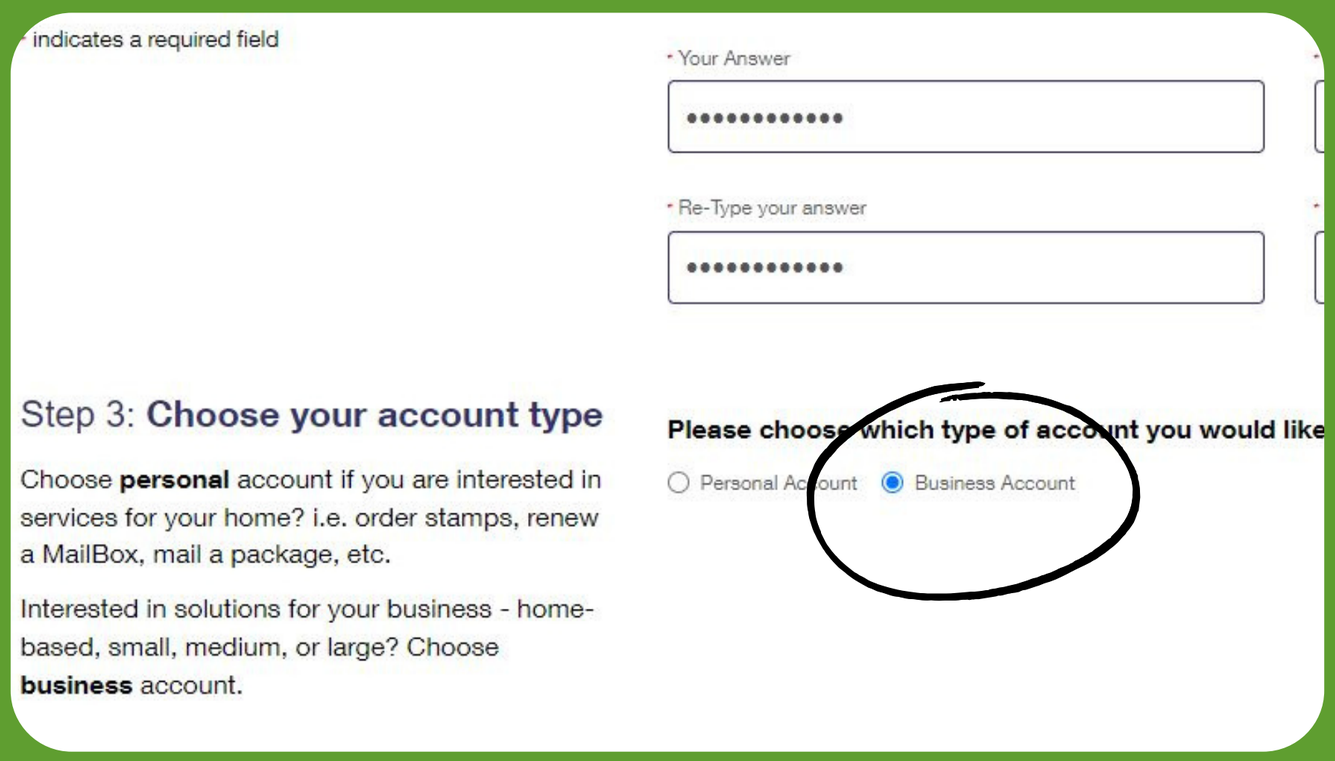
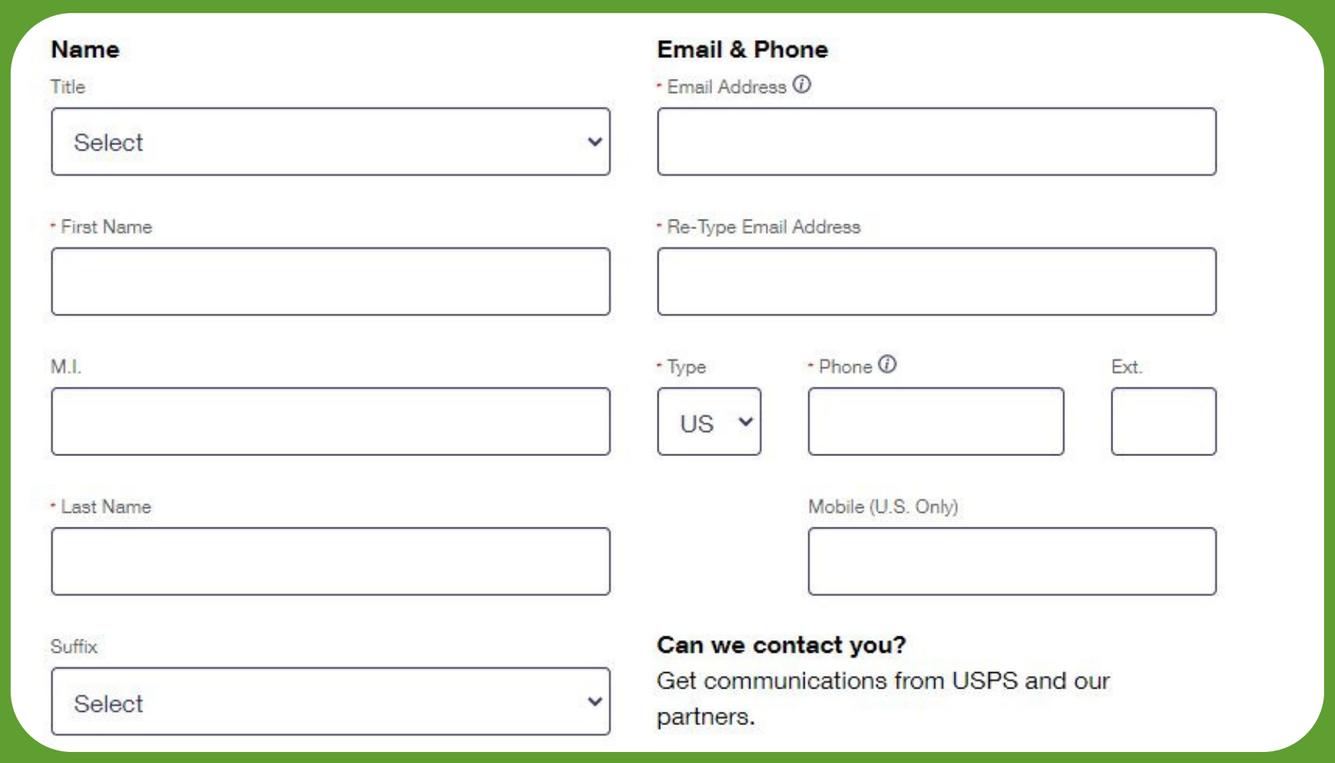
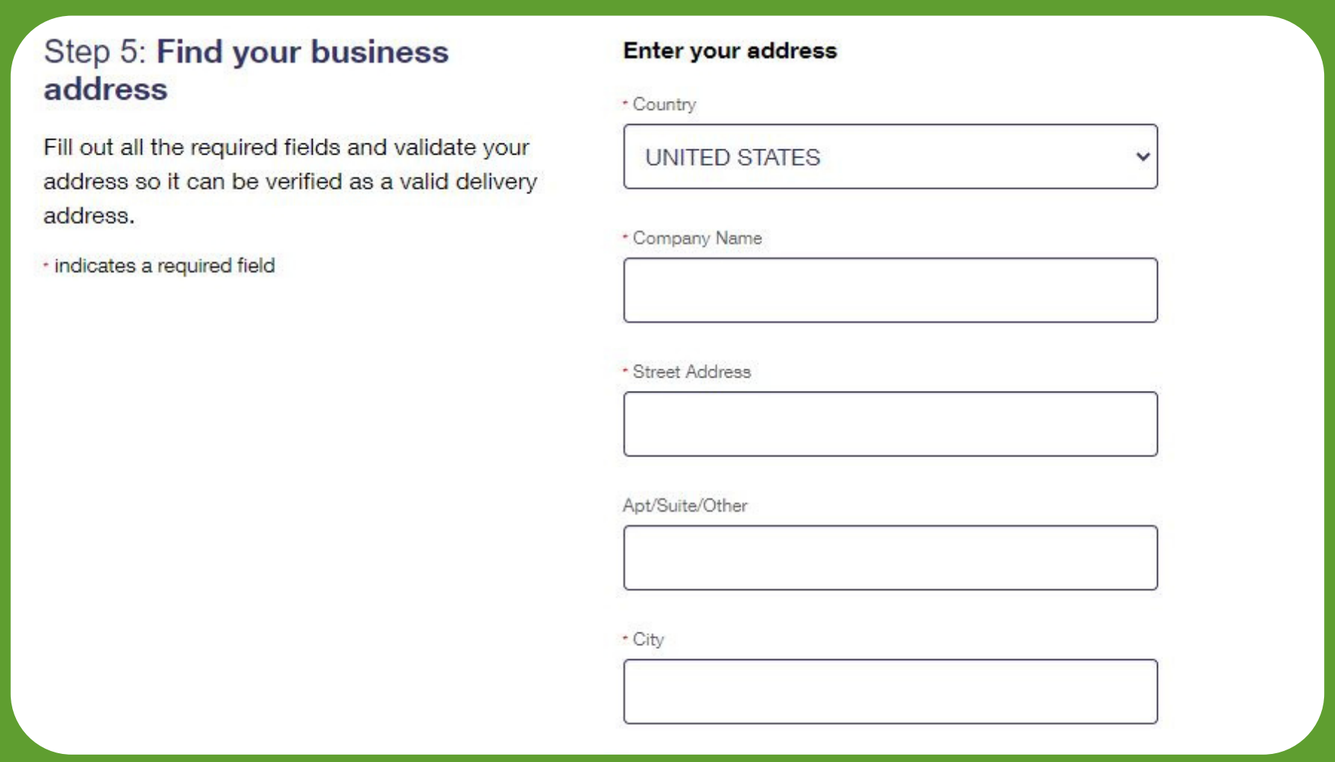


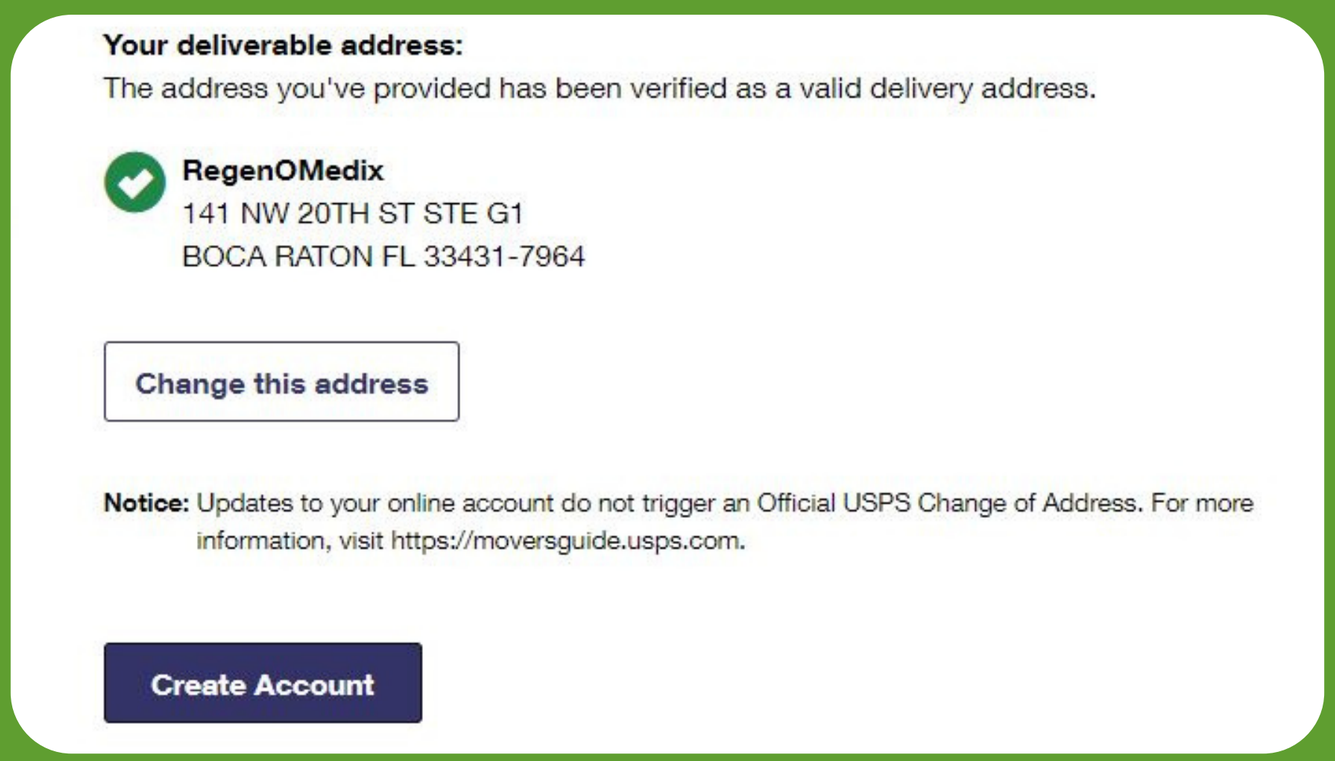
Fill out your Personal
Contact Information



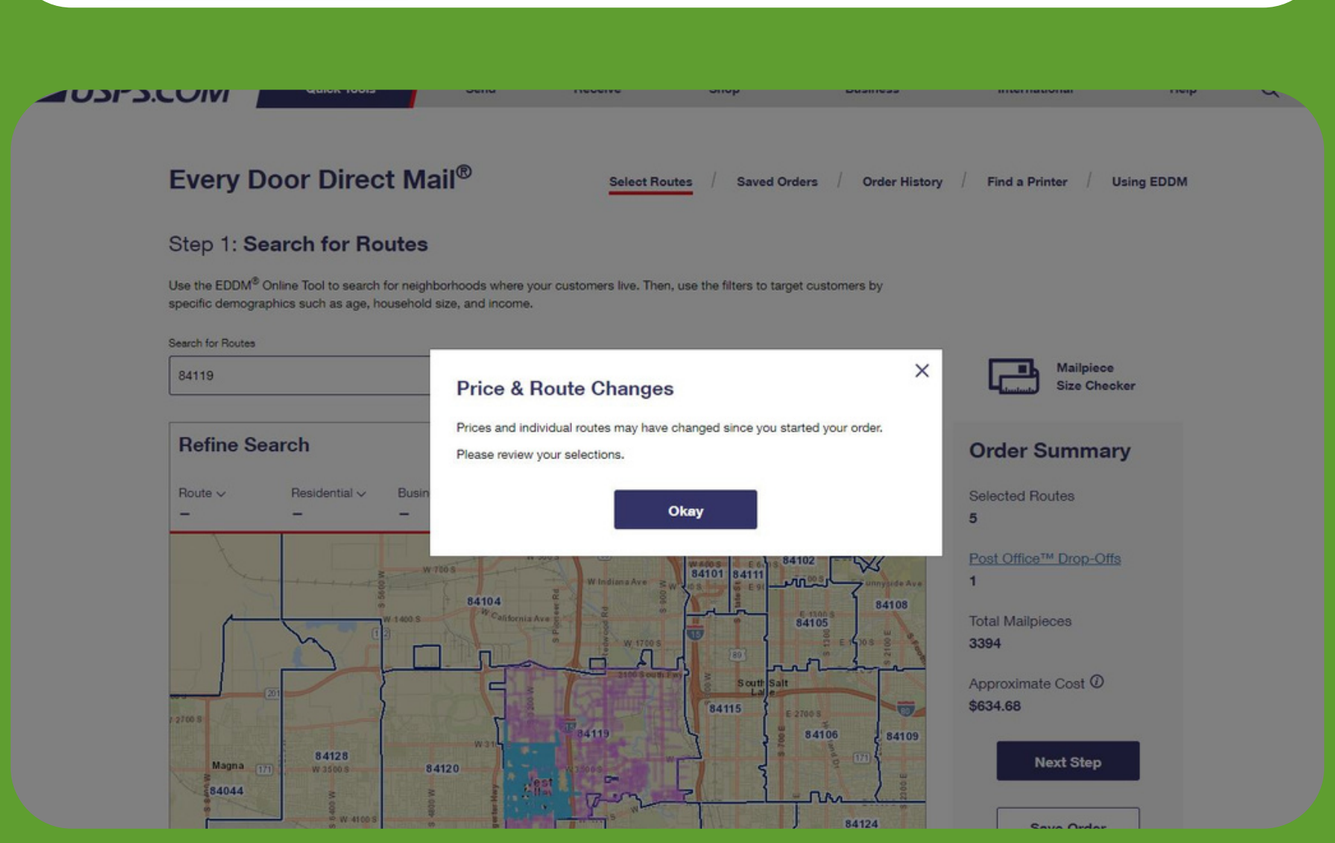
Find Your Business
Fill out your businesses address



Be sure to get the
'Green Check Mark'

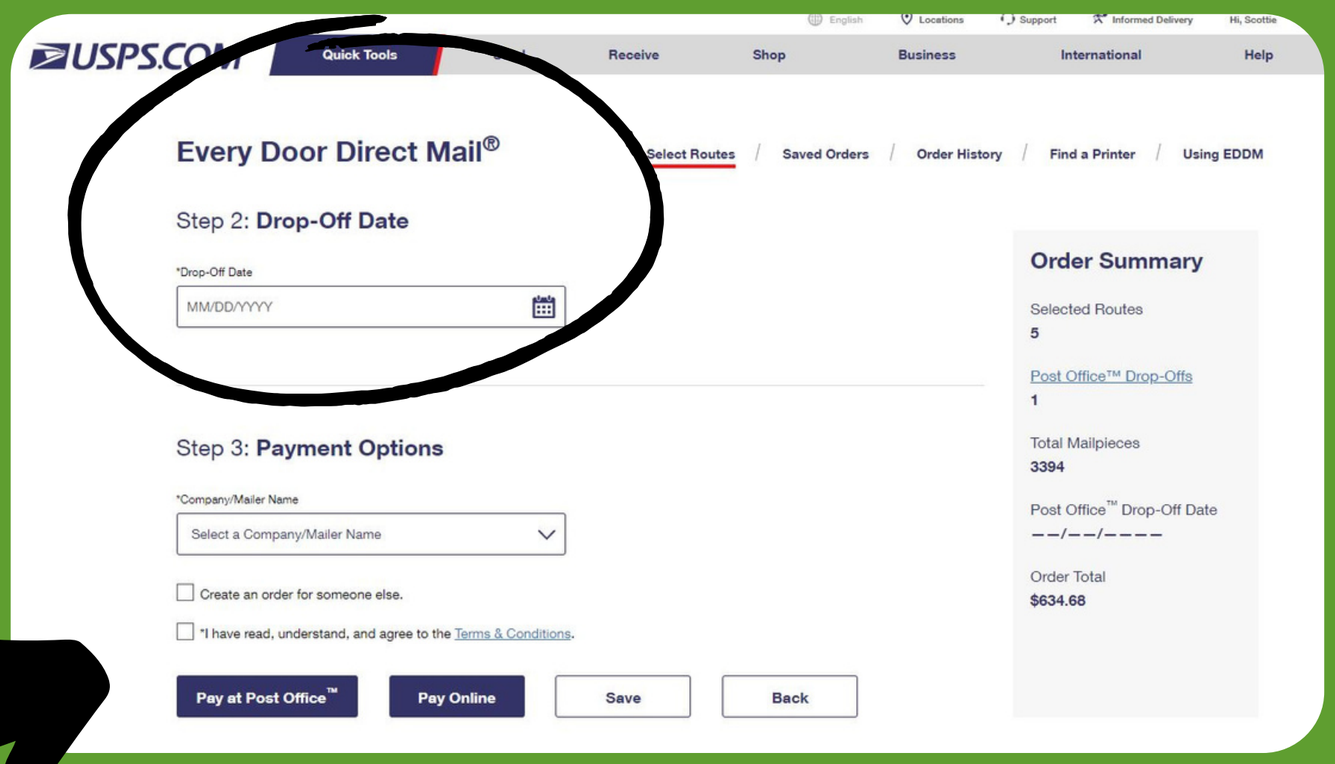


You will be **re-directed to the map, Click Okay**



Enter **Drop Off Date**

Fill Out Payment Information



Confirm everything and BOOM!!

All you will need to do is create the mailers and have them shipped to you, or you may be able to have wherever you created the mailer, they may be able to send them to the post office for you, this would depend on the mailing company you use.

We recommend sending out mailers at least once a month. If you combine this with good Facebook and Google ads, get involved with your community and maybe even advertise at a local grocery store.
You will bee seen everywhere!
be creative with the mailer ideas, look at what other people are doing and offering, create something fun and enticing to bring in new patients that will get them to act!

If you found value in this document and would like to speak more about this, bounce some ideas off of someone, or if you are looking to integrate new services and treatments into your practice give us a call and we would love to hear your ideas and see how we can help!

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RegenOMedix
REGENERATIVE SOLUTIONS