



E-Comm Merchants Emails Phase 2

Creative R3

June 28, 2023



Agenda

Strategy

Creative

Recap & Discuss

Next Steps

Today's Objective

To review and align on the creative for the E-Comm Merchants Phase 1 Marketing Mail Cross-Sell emails and the Phase 2 Shipping and Marketing Mail Cross-Sell emails.

- Strategy
- Creative
- Recap & Discuss
- Next Steps

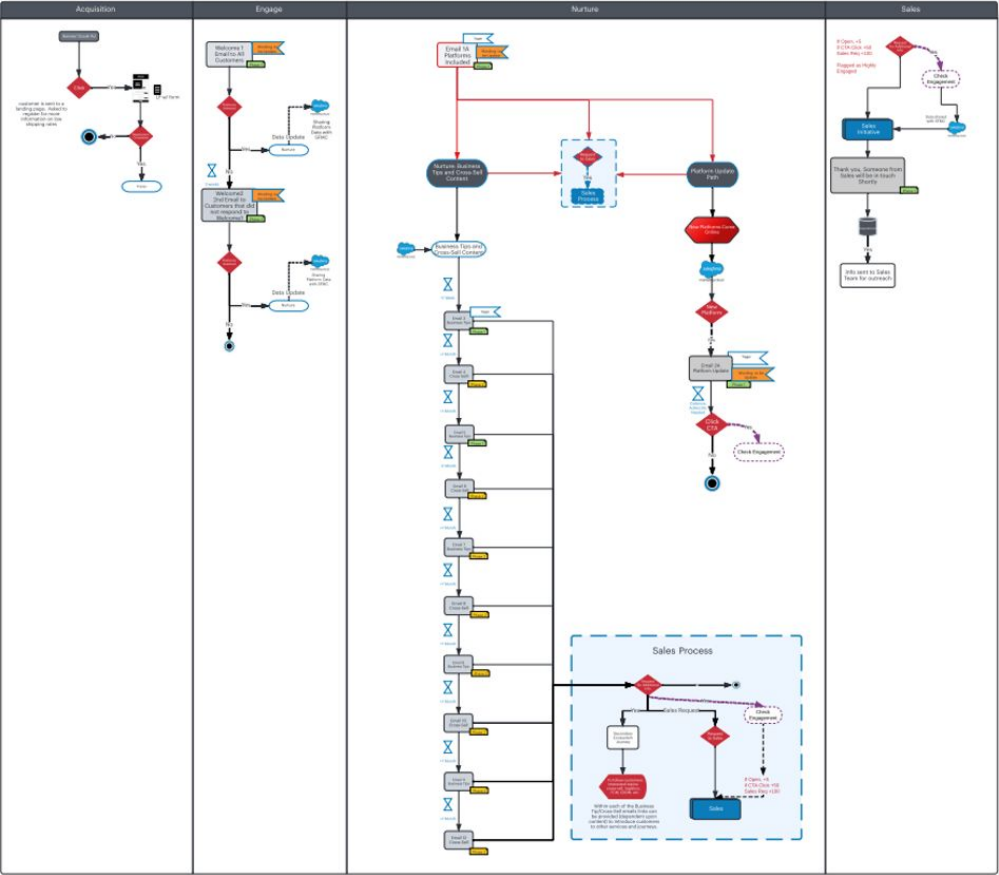
Audience

E-commerce merchants who sell products directly to the consumer.

RTBs and Key Messages

- Logistics trends SMBs should know about
- Personalization 101 (cross-sell)
- Ways to improve inventory management
- Estimate the cost of your direct mail campaigns (cross-sell)
- Global imports 101
- How to measure the success of direct mail campaigns (cross-sell)

E-Comm Merchant Touchpoint Strategy (TPS)



JOURNEY: CONNECT ECOMMERCE MERCHANTS – PHASE ONE

PHASE ONE													
ENGAGE			NURTURE ONE			TRIGGER UPDATES			NURTURE TWO				
Touch	Welcome 1	Welcome 2	Placeholder	Email 1A	Email 1B	Email 1C	Email 2A	Email 2B	Email 3	Email 4	Email 5	Email 6	Retargeting Message
Theme	ENGAGE	ENGAGE	Click-n-ship	TRIGGER	TRIGGER	TRIGGER	TRIGGER UPDATE	TRIGGER UPDATE	BUSINESS TIPS	CROSS SELL	BUSINESS TIPS	CROSS SELL	RETARGETING MESSAGE
Audience Pain Point or Need	Email to all customers	Second Email to Customers that did not respond to Welcome1	Click-n-ship	Yes-Platforms selected are already participating w/ low rates	No-Platforms selected are not yet participating	Customer does not sell on any of the platforms Listed Connect with Sales to unlock great rates	Customer doesn't know how to begin accessing their shipping discount.	Customer does not know what programs offer low-cost shipping advantages	SMBs do not know the ins and outs of the current shipping trends as they are more focused on maintaining their day-to-day business	SMBs who want to try direct mail, don't know how much it will cost to get started (a barrier to entry)	SMB's want to offer free shipping to get additional sales, but it's costly.	SMBs don't always know how to target their ideal audience or the ins and outs of their needs.	Retarget messaging for those already in the stream that are not selling on any platforms in the system and didn't click to connect with sales in email 1c.
Message	Key message: - Mig to help us better meet your needs, please let us know the Platforms you are currently selling on - (check all that apply from the dropdown) - Question2: Do you use any of the following platforms for your postage needs - (check all that apply from the dropdown) - Link/Question: for those customers who would like to go to Sales Support Points: - Get discounts to ship using USPS with your digital marketplace platform. Differentiators from welcome #1: Subject line and preheader should be different here because these people didn't open the first Welcome email.	Key message: - Mig to help us better meet your needs, please let us know the Platforms you are currently selling on - (check all that apply from the dropdown) - Question2: Do you use any of the following platforms for your postage needs - (check all that apply from the dropdown) - Link/Question: for those customers who would like to go to Sales Support Points: - Get discounts to ship using USPS with your digital marketplace platform.	This is a placeholder for future exploration of Click-N-Ship. Anticipated middle 2023	Key message: Thank you for your interest in USPS Connect's new low shipping rates. The good news is that the platforms you are selling on XXXXX, already participate with USPS and so you are already seeing the benefits of those low rates. There are many more programs by USPS that can help a small business owner, like yourself. We will send you updates and info on those programs, do be on the look-out!	Key message: Thank you for your interest in USPS Connect's new low rates. We are sorry to say, the platform XXXX is not yet participating with USPS; however, we are working to get it added to the platform and update the information for you.	Key message: Even though you do not sell via any platforms, USPS has many programs that can help a small business owner like yourself. Support Points: Should you ever need to ship something, today, click on the "connect with sales" link.	Key message: Trigger update as platforms come online: Good News, the following platforms are now using the new USPS low shipping rates. click here for more information on how you can begin using those low rates today!	Key Message: We are adding new programs all the time, to help you, here is a complete list of all the programs that are available for the new shipping rates this month. Have you thought about selling on these platforms to take advantage of the new rates? Support Points: - Shipping trends - Free shipping - Expedited shipping - Free returns - Scheduled delivery - Shipping trends are now table stakes for brands	Key message: Meet customers' shipping expectations Support Points: Customer expectation is changing. Certain services are expected and key to customer retention. Shipping trends - Free shipping - Expedited shipping - Free returns - Scheduled delivery - Shipping trends are now table stakes for brands	Key message: Plus, see how to estimate the cost of your direct mail campaigns so you can manage your budget effectively Supporting Points: Estimate the cost of your direct mail - Benefits of direct mail - Stats - Estimate your DM cost before planning your campaign	Key message: How free to offer free shipping Supporting Points: How to offer free shipping: - Free shipping can be seen as another cost by SMBs, but there are ways to make it work for you - Offer VIP memberships - Have shipping thresholds - Offer limited time promotions	Key Message: Target your audience with precision. Supporting Points: Every generation needs something different - Generational experiences have shaped the wants and needs of everyone. - Learn the nuances of targeting each generation for effective marketing campaigns.	Key Message: USPS now with low shipping on many of the platforms you may sell on, click here to see if your shop is able to benefit from the new low rates.
CTA	CTA: N/A	CTA: N/A		CTA: N/A	CTA: N/A	CTA: N/A	CTA: Speak to an expert (link to form)	CTA: See all USPS programs	CTA: Learn more about shipping trends	CTA: Estimate your Direct Mail Cost	CTA: Get free shipping insights from experts	CTA: Learn more	CTA: Speak to an expert (link to form)
Asset	N/A CHANGED LANGUAGE AND REMOVED DROP DOWN OPTIONS	N/A CHANGED LANGUAGE, REMOVED DROP DOWN LIST, ADDED TWO NEW CTAs	N/A	N/A CHANGED LANGUAGE, REMOVED ADDED NEW CTA	N/A	N/A	N/A CHANGED LANGUAGE	USPS Shipping Programs Link: TBD CHANGED LANGUAGE	Top Shipping Trends for your Business https://www.uspsdelivers.com/top-shipping-trends-right-for-your-business/?ref=1	How Marketers Like You Use Direct Mail https://www.uspsdelivers.com/how-marketers-like-you-use-direct-mail/	How to offer free shipping https://www.uspsdelivers.com/cut-the-cost-of-free-shipping/ CHANGED LANGUAGE	Generational Research Report https://www.uspsdelivers.com/mail-and-ecommerce-though-the-ages/?ref=1	N/A CHANGED LANGUAGE

JOURNEY: CONNECT ECOMMERCE MERCHANTS – PHASE TWO

PHASE TWO

NURTURE TWO

PRODUCT LAUNCHES & UPDATES

Touch	Email 7	Email 8	Email 9	Email 10	Email 11	Email 12	Email 2	Email 3	Email 4	Email 5	Email 6	Email 13
Theme	BUSINESS TIPS	CROSS SELL	BUSINESS TIPS	CROSS SELL	BUSINESS TIPS	CROSS SELL	Product launches and updates	Product launches and updates	Product launches and updates	Product launches and updates	Product launches and updates	THANK YOU
Audience Pain Point or Need	SMBs need to keep up with the logistic trends to keep the business running smoothly.	SMBs don't know the full benefits of personalization	SMBs need to know how to manage inventory to maximize their profits	SMBs don't know the ins and outs of Direct Mail. They need tips for learning how to do it right.	SMBs don't know how to get started with exporting to expand their business	SMBs don't always know how to measure the success of direct mail	SMBs don't know all USPS products and features	SMBs don't know all USPS products and features	SMBs don't know all USPS products and features	SMBs don't know all USPS products and features	SMBs don't know all USPS products and features	N/A
Message	Key Message: Logistics trends SMBs should know about Supporting Points: Shipping logistics trends: - Logistics can make or break a small business - Get better at logistics by: Thinking ahead to get visibility - Having a diversity of suppliers	Key Message: Personalization 101 and why it matters Supporting Points: Why marketing with personalization works - Personalizing your marketing will help gain and retain customers - Millennials crave authenticity and connection with brands.	Key message: Ways to improve inventory management Supporting Points: How to improve inventory management: - KPIs can help you manage your inventory management process. - Find KPIs that align with your business to stay ahead of your inventory needs	Key message: How memorable direct mail can make your business achieve more impact Supporting Points: Learn how to do direct mail the right way. - Offer an irresistible value-add - Target who matters - Stand out from the crowd. - Test, measure, repeat	Key message: Global exports 101 Supporting Points: How to get started with global exports: - Why export? Benefits 46% Millennials are seven times more likely to give personal information to a brand they trust than to other brands, and 46% share their data if it means they'll be given a more relevant, personalized experience.	Key message: Attract more customers over time: learn how to measure the success of direct mail campaigns so you know what works with your audience Supporting Points: How to measure direct mail success - You don't know what you can't measure - Learn how to gauge the effectiveness of your direct mail campaign	Key message: Priority mail Support Points: First-class package service Support Points: -About the product -Speak to benefits: TBD	Key message: First-class Mail Package Service Support Points: -About the product -Speak to benefits: TBD	Key message: Informed delivery package service Support Points: -About the product -Speak to benefits: TBD	Key message: Updated ground products Support Points: -About the product -Speak to benefits: TBD	Key message: Thanks for filling out our form and for letting us know your availability. Also, please check out some recent Shipping content on USPS Delivers	
CTA	CTA: Get more logistics insights	CTA: Learn more	CTA: Global exporting 101	CTA: Get Direct Mail insights	CTA: Learn more	CTA: Learn more	CTA: Learn more	CTA: Learn more	CTA: Learn more	CTA: Learn more	CTA: Learn more	CTA: Learn more
Asset	Get insider logistics trend insights https://www.uspsdelivers.com/learn-from-leaders-with-flexible-mindsets/?pg=1	Why Personalization May Help You Win with Millennials https://www.uspsdelivers.com/why-personalization-may-help-you-win-with-millennials/	11 KPIs that can help improve your inventory https://www.uspsdelivers.com/11-kpis-that-can-help-improve-your-inventory-management-process/	How to get started with Business Marketing https://www.uspsdelivers.com/10-steps-direct-mail/	Thinking Beyond Borders https://www.uspsdelivers.com/thinking-beyond-borders/?pg=1	6 Ways to Measure Your Next Direct Mail Campaign https://www.uspsdelivers.com/6-ways-to-measure-your-next-direct-mail-campaign/	TBD	TBD	TBD	TBD	TBD	USPS Delivers
TBD												

- Strategy
- Creative
- Recap & Discuss
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Email 4

Cross-Sell

Subject Line

Discover the art and science of direct mail

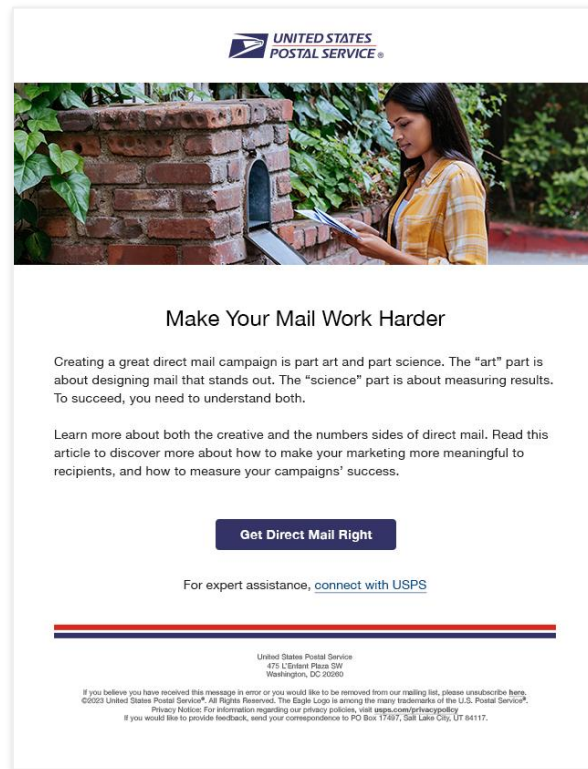
Preheader

Make your direct mail more effective than ever

CTA Destination

Get Direct Mail Right

<https://www.uspsdelivers.com/art-science-direct-mail/?saf=1>



Email 6

Cross-Sell

Subject Line

Precision-target your online customers

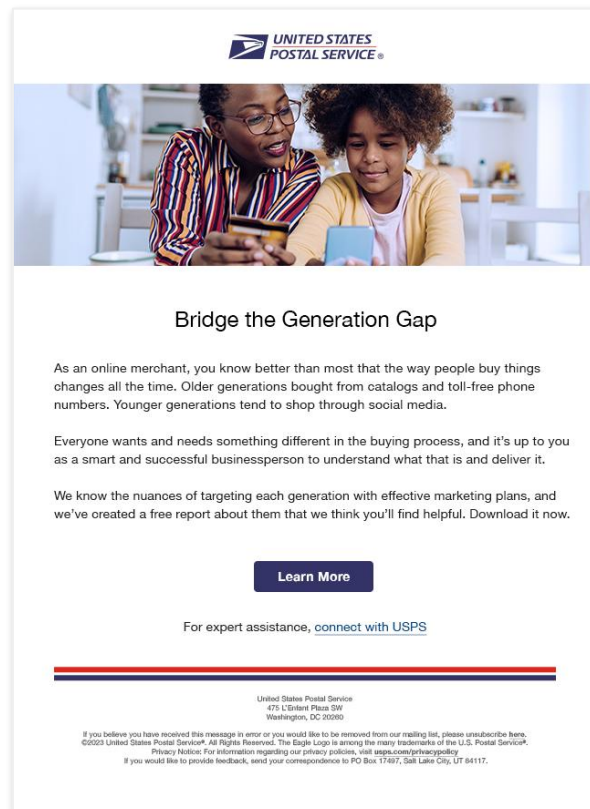
Preheader

Not everyone shops online the same way

CTA Destination

Learn More

<https://www.uspsdelivers.com/mail-and-ecommerce-through-the-ages/>



Bridge the Generation Gap

As an online merchant, you know better than most that the way people buy things changes all the time. Older generations bought from catalogs and toll-free phone numbers. Younger generations tend to shop through social media.

Everyone wants and needs something different in the buying process, and it's up to you as a smart and successful businessperson to understand what that is and deliver it.

We know the nuances of targeting each generation with effective marketing plans, and we've created a free report about them that we think you'll find helpful. Download it now.

[Learn More](#)

For expert assistance, [connect with USPS](#)

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Washington, DC 20009

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If you would like to provide feedback, send your correspondence to P.O. Box 17437, Salt Lake City, UT 84117.

Email 7

Subject Line Options

Learn how to keep your products moving

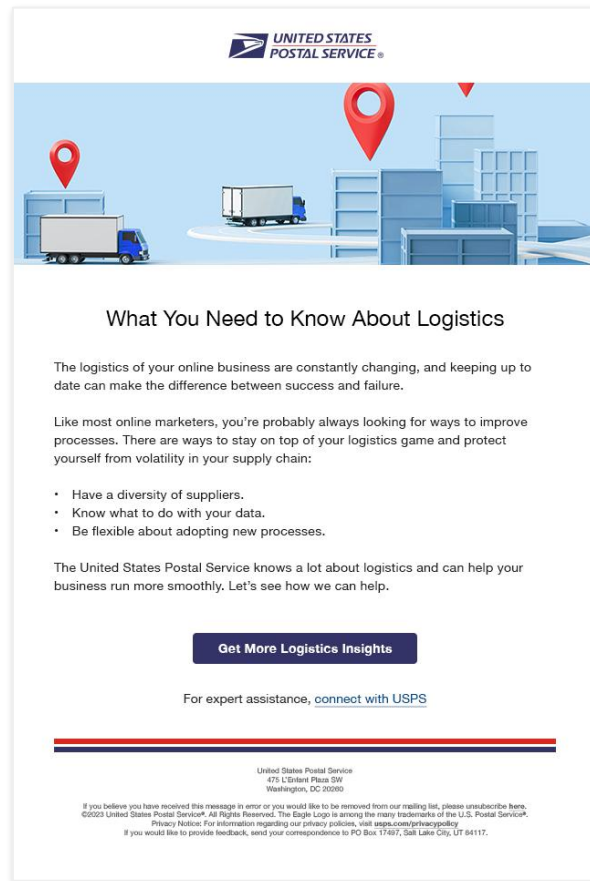
Preheader

Here are tips that can make all the difference

CTA Destination

Get More Logistics Insights

<https://www.uspsdelivers.com/learn-from-leaders-with-flexible-mindsets/?sqf=1>



Email 8

Cross-Sell

Subject Line

Boost your sales with personalized mail

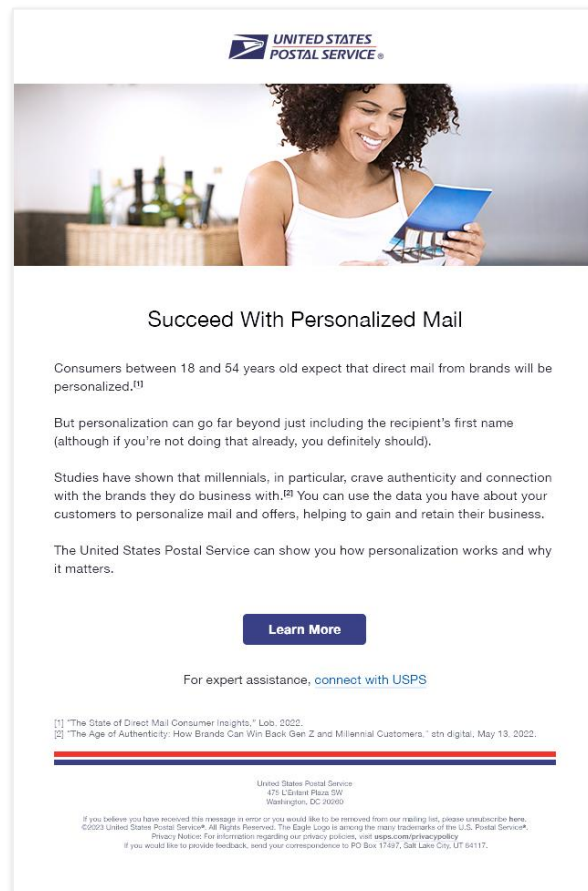
Preheader

Learn why customization matters

CTA Destination

Learn More

<https://www.uspsdelivers.com/why-personalization-may-help-you-win-with-millennials/>



Email 9

Subject Line Options

Inventory management is the key to your success

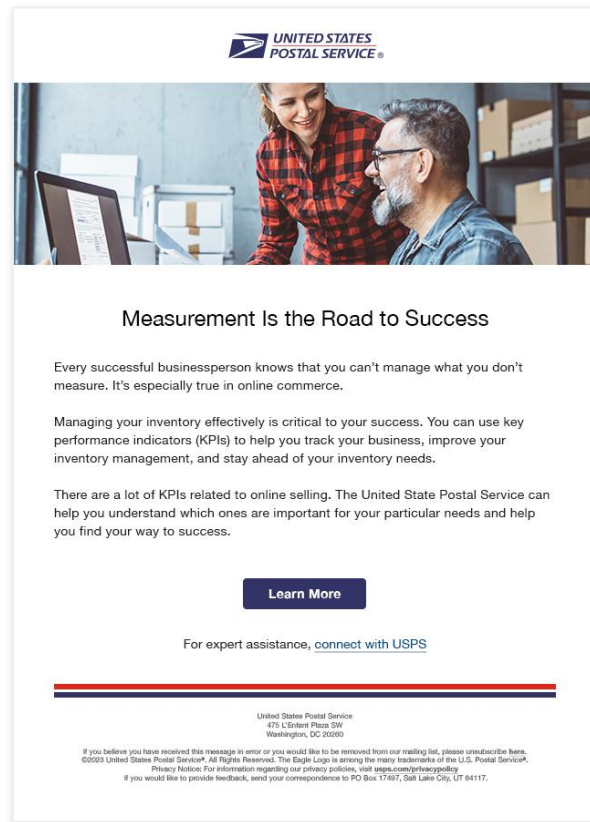
Preheader

Learn how to improve your inventory management

CTA Destination

Learn More

<https://www.uspsdelivers.com/11-kpis-that-can-help-improve-your-inventory-management-process/>



Measurement Is the Road to Success

Every successful businessperson knows that you can't manage what you don't measure. It's especially true in online commerce.

Managing your inventory effectively is critical to your success. You can use key performance indicators (KPIs) to help you track your business, improve your inventory management, and stay ahead of your inventory needs.

There are a lot of KPIs related to online selling. The United State Postal Service can help you understand which ones are important for your particular needs and help you find your way to success.

[Learn More](#)

For expert assistance, [connect with USPS](#)

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If you would like to provide feedback, send your correspondence to PO Box 17467, Salt Lake City, UT 84117.

Email 10

Cross-Sell

Subject Line

Make your direct mail more memorable

Preheader

Learn how to craft better direct mail

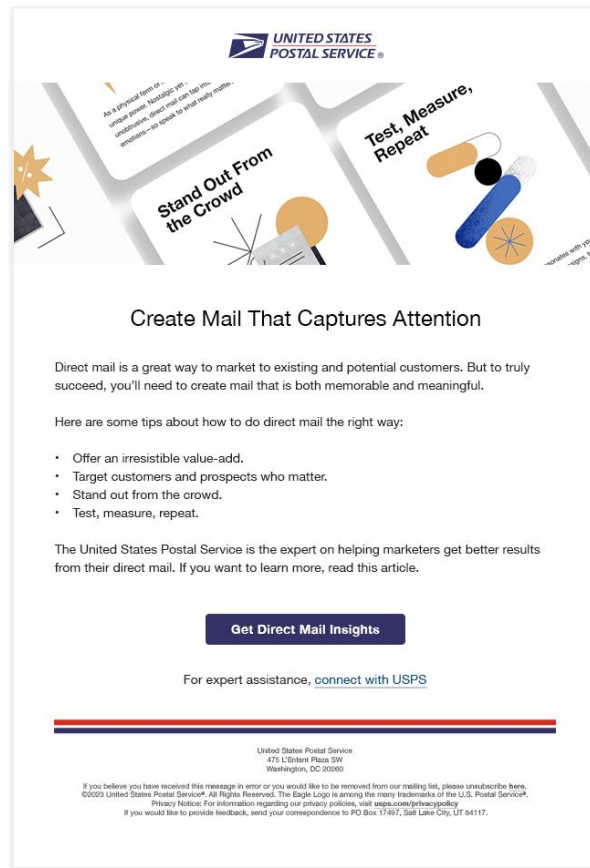
Headline

Create Mail That Captures Attention

CTA Destination

Get Direct Mail Insights

<https://www.uspsdelivers.com/10-steps-direct-mail>



Email 11

Subject Line

Get started with global exporting

Preheader

It's a big world out there, just waiting for you

CTA Destination

Learn More

<https://www.uspsdelivers.com/thinking-beyond-borders/?sgf=1>





Shipping Beyond Borders

Exporting isn't just for big business. Nearly 300,000 small and medium-sized businesses sell in at least one foreign country.^[1] (If you have customers in Canada or Mexico, you're already one of them.)

Selling your product abroad has several possible advantages:

- Diversify your customer base.
- Expand beyond a mature domestic market.
- Absorb excess production capacity.

It's not hard to begin with exporting. The United States Postal Service has resources to help you get started and increase your profits.

[Learn More](#)

For expert assistance, [connect with USPS](#)

[1] "Preliminary Profile of U.S. Exporting Companies, 2018," U.S. Census Bureau, Feb. 5, 2020.

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Email 12

Cross-Sell

Subject Line

How to measure your direct mail success

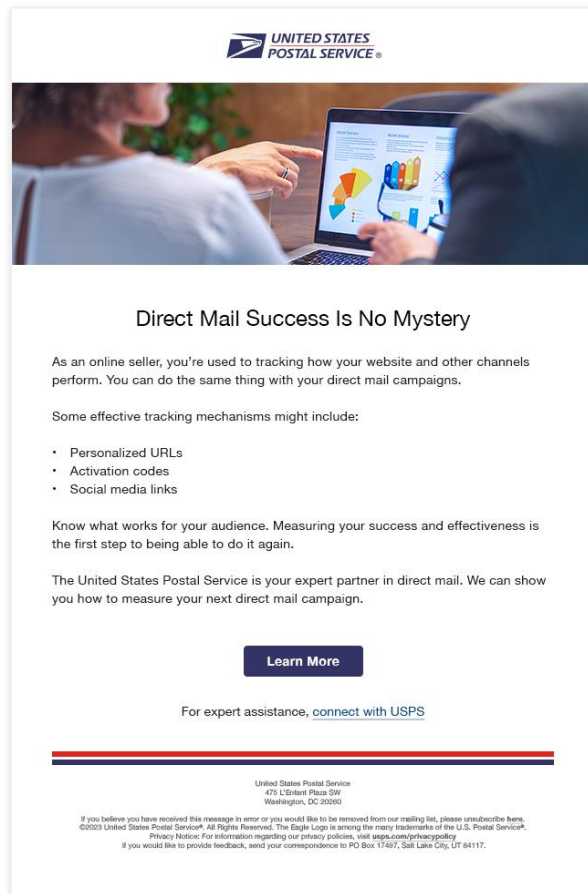
Preheader

Track the right metrics for your audience

CTA Destination

Learn More

<https://www.uspsdelivers.com/6-ways-to-measure-your-next-direct-mail-campaign/>

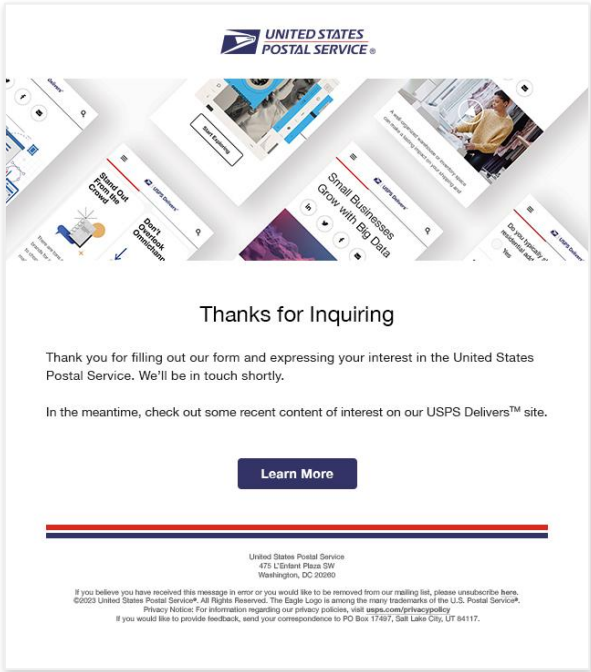


Thank You

Subject Line
Thanks for your inquiry

Preheader
We'll connect soon

CTA Destination
Learn More
<https://uspsdelivers.com>



- Strategy
- Creative
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Email 4



Make Your Mail Work Harder

Creating a great direct mail campaign is part art and part science. The "art" part is about designing mail that stands out. The "science" part is about measuring results. To succeed, you need to understand both.

Learn more about both the creative and the numbers sides of direct mail. Read this article to discover more about how to make your marketing more meaningful to recipients, and how to measure your campaign's success.

[Get Direct Mail Tips](#)

For expert assistance, contact with USPS

Email 6



Bridge the Generation Gap

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Everyone wants and needs something different in the buying process, and it's up to you as a merchant and marketer to understand what that is and deliver it.

We know the nuances of targeting each generation with effective marketing plans, and we've created a free report about them that we think you'll find helpful. Download a now.

[Learn More](#)

For expert assistance, contact with USPS

Email 7



What You Need to Know About Logistics

The logistics of your online business are constantly changing, and keeping up to date can make the difference between success and failure.

Like most online merchants, you're probably always looking for ways to improve processes. There are ways to stay on top of your logistics game and protect yourself from shipping to your happy shipper.

- Have a strategy of shipping.
- Know what to do with your data.
- Be flexible about changing your processes.

The United States Postal Service knows a lot about logistics and can help your business run more smoothly. Let's see how we can help.

[Get More Logistics Insights](#)

For expert assistance, contact with USPS

Email 8



Succeed With Personalized Mail

Consumers between 18 and 34 years old expect that direct mail from brands will be personalized.¹

But personalization can go far beyond just including the recipient's first name (although if you're not doing that already, you're starting slowly).

Studies have shown that ethnicity, in particular, shows authenticity and connection with the brand they do business with.² You can use the data you have about your customers to personalize mail and others, helping to gain and retain their business.

The United States Postal Service can show you how personalization works and why it matters.

[Learn More](#)

For expert assistance, contact with USPS

Email 9



Measurement is the Road to Success

Every successful businessman knows that you can't manage what you don't measure. It's especially true in online commerce.

Measuring your marketing effectively is critical to your success. This report will help you understand which ways to help you track your business, improve your marketing management, and stay ahead of your competition.

There are a lot of ways to measure online marketing. The United States Postal Service can help you understand which ones are important for your particular needs and help you find your way to success.

[Learn More](#)

For expert assistance, contact with USPS

Email 10



Create Mail That Captures Attention

Direct mail is a great way to market to existing and potential customers, but to truly succeed, you'll need to create mail that is both memorable and meaningful.

Here are some tips about how to do direct mail the right way:

- Offer an immediate value add.
- Target customers and prospects who matter.
- Stand out from the crowd.
- Test, measure, repeat.

The United States Postal Service is the expert on helping marketers get better results from their direct mail. If you need to learn more, read this article.

[Get Direct Mail Insights](#)

For expert assistance, contact with USPS

Email 11



Shipping Beyond Borders

Exporting isn't just for big business. Nearly 100,000 small and medium-sized businesses sell in at least one foreign country.¹ If you have customers in Canada or Mexico, you're already one of them.

Selling your product abroad has several possible advantages:

- Diversify your customer base.
- Expand beyond a mature domestic market.
- Access more production capacity.

It's not hard to begin with exporting. The United States Postal Service has resources to help you get started and increase your profits.

[Learn More](#)

For expert assistance, contact with USPS

Email 12



Direct Mail Success is No Mystery

As an online seller, you're used to tracking how your website and other channels perform. You can do the same thing with your direct mail campaigns.

Some effective tracking mechanisms might include:

- Personalized URLs
- Activation codes
- Social media links

Never mind what you're for your audience. Measuring your success and effectiveness is the first step to being able to do it again.

The United States Postal Service is your expert partner in direct mail. We can show you how to measure your mail and direct mail campaign.

[Learn More](#)

For expert assistance, contact with USPS

Thank You



Thanks for Inquiring

Thank you for filling out our form and expressing your interest in the United States Postal Service. We'll be in touch shortly.

In the meantime, check out some recent content of interest on our USPS Delivery™ site.

[Learn More](#)

- Strategy
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- Recap & Discuss
- Next Steps

Next Steps

- **Thursday 06/29 EOD** — Legal to provide feedback/approval



Thank you!