

# WNY PCC NEWSLETTER

August 2018



Greater Rochester PCC



## Higher ‘Reach’

### Businesses tout Informed Delivery in new video

July 16 at 9:21 a.m.

*“Informed Delivery Amplifies Mail Reach,”* a new video from USPS, is available on the organization’s YouTube channel.

*“Informed Delivery Amplifies Mail Reach,”* a new video on YouTube, features business customers discussing the advantages of using the mail notification service.

“Informed Delivery gives brands [more] chances to deliver their message and inspire action,” says Chris Macdonald, North America president for McCann Worldgroup, a global advertising agency network.



The 2-minute video is one of several new segments on the Postal Service’s YouTube channel.

Other offerings include *“Reimagine What Mail Can Do,” “Informed Visibility Delivers Data,” “Deliver a Seamless Customer Experience,” “Put the Network to Work”* and *“The Eagle Always Faces Forward.”*

If you’re unable to stream video from external sites on postal computers, you can use a personal smartphone, tablet or other device to go to [YouTube.com/usps](https://www.youtube.com/usps) and watch these segments off the clock.



# The Future of The Mail Box

As a community of Direct Mail Marketers, we all need to step back and appreciate what we have and what we are about to experience. The one most valuable and almost too obvious resource we all have access to is that one foot square or smaller piece of Federally Protected real-estate we affectionately call the "Mail Box". Overlooking the value intrinsic in this tiny patch of ground is a perilous game. In this day and age of streaming TV, satellite radio, cord cutters, ad blockers and progressively more fragmented markets; what is a marketer to do? That is why it is time to take another serious look at the "Mail Box". It is still pretty difficult for Postal Customers to run from the Mailman as they have from their TVs, radios and phone books. This is why we all need to step back and appreciate the value built into the "Mail Box".

Everyone has one. The true potential of the "Mail Box" has yet to be realized and that is why we all need to maintain a great deal of value for it and enhance the Postal Customers' desire to always open it every day. As Direct Mail Marketers, we count on First Class Mail and the growing Packages and Parcels to feed that



desire and anticipation to always want to open that "Mail Box". That anticipation is what drives the real value in the "Mail Box". As the Postal Customer looks forward to opening that "Mail Box" for those sunglasses they ordered, or that switch for that appliance or those cosmetics, a magical transformation takes place in that "Mail Box" - all of those feelings of desire and anticipation directed toward those items that were expected are transferred to the other offers made in the mailings sharing that "Mail Box". This subtle synergy is the key to why Mail is on the verge of a great revival and why we ALL need to be conscious of each other's stake in the "Mail Box". Each of us needs to respect and compliment one another's' products. We are all in this together. As marketers, we need to produce attractive mailings to reach the most receptive prospects. The Post Office needs to make the most out of what it spends and charges to rent out the "Mail Box". And the new opportunities for parcels needs to continue to grow. We all must work together to respect the integrity and value that fuels that desire to keep coming back to the "Mail Box".

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*USPS and the Postal Customer Councils are working together to educate college marketing students about mail.*

The Postal Service is working with universities to teach the nation's future business leaders how to effectively use direct mail in marketing campaigns.

USPS is rolling out the initiative at Bentley University in Waltham, MA, and Clemson University in Clemson, SC, where students are gaining hands-on experience with *Irresistible Mail*, a program that encourages businesses to incorporate innovative features into their mailings.

"It's not just a piece of paper in the mail," said Andrea Simon, a Bentley marketing student. "It's a piece of mail that smells like something or [one] you can put your phone on and a video comes up."

At Clemson, graphic communications students developed a postcard to help a local restaurant build its social media following and attract more customers.

"Our postcard is what's driving our entire campaign," said student Alyx Farkas.

Simon and Farkas are among several students who discuss the integration of technology and direct mail in two new videos on the Postal Pro site.

The Postal Customer Councils (PCCs), local groups that help strengthen the relationships between USPS and business customers, are helping to support the new program.

One of the initiative's goals is to have an industry-based resource network in place to help participating universities, according to Mailing Services Director Victoria Stephen.

"PCC members will be an important part of our outreach efforts, especially in helping to recruit subject matter experts," she said.

September 26, 2018

National PCC Week event at the **Batavia Country Club**



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## **Online Resources**

### **Business Customer Gateway**

<https://gateway.usps.com/eAdmin/view/signin>

### **Zip Code**

<https://tools.usps.com/go/ZipLookupAction!input.action?mode=0&refresh=true>

### **Quick Service Guides**

<http://pe.usps.gov/text/qsg300/q000.htm>

### **Mail Service Updates**

<http://about.usps.com/news/service-alerts/welcome.htm>

### **PostalPro**

<https://postalpro.usps.com/>

### **National Customer Support Center**

**1-800-238-3150**

Article suggestions or ideas for upcoming newsletters please email either PCC.