

THE ISLAND'S LEADING DOOR DROP SERVICE

# DIRECT2HOME



**HIGHLY FOCUSED MARKETING THAT WORKS  
TARGETED. COST-EFFECTIVE. PROVEN RESULTS.**



# Guarantee that your campaign reaches everyone, island-wide.



## Cost-effective

Reach customers in their own homes for a low price!



## Targeted

Test the water by selecting a specific parish to target first or take an all-island approach to ensure maximum coverage.



## Integrated

A persuasive, informative or innovative direct mailer can be an asset to any multi-media campaign.



## Proven Results

Grow your customer base and increase sales. In 2021, The Data and Marketing Association reported that direct mail campaigns drove 92% of recipients online and 86% connected with a business online.



## Marketing Guidance

We can offer guidance on the best way to get your message across.



## GDPR Compliant

Direct mail is a completely GDPR compliant customer acquisition channel targeting at postcode level and uses no personal data.

# We have unrivalled access to every household in Jersey.

With our Direct2Home service, you won't have the challenge of trying to measure your campaign reach, as we deliver to every home.

## Trust us to get your message across

Nowadays, customers are being overwhelmed with e-newsletters and social media campaigns. Direct mail is a trusted, tangible channel that stays in the home and builds relationships between customers and brands.

## Campaign development

We're on hand to discuss your full range of campaign options from a basic mail campaign to response services, and sourcing your printing partner.

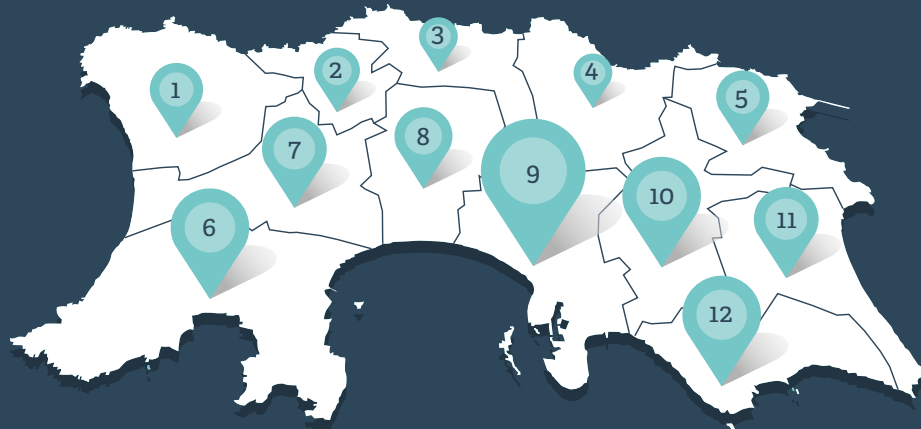
As experts in direct mail, we can provide support for creating, printing and delivering compelling mail pieces that target new and existing customers.

We provide competitive pricing for island-wide solutions as well as targeted parish campaigns.



# Parish delivery points

Campaigns can be tailored to your budget and objectives.



Total Residential Delivery Points:

**44,257**

Total Business Delivery Points:

**2,693**

The map above provides an overview of the island's current delivery points by parish. Pricing is calculated per item, but is also dependent on weight and the number of delivery points you wish to reach.

<b>1 St Ouen</b> Home: <b>1,140</b> Business: <b>36</b>	<b>4 Trinity</b> Home: <b>1,458</b> Business: <b>85</b>	<b>7 St Peter</b> Home: <b>2,149</b> Business: <b>114</b>	<b>10 St Saviour</b> Home: <b>6,091</b> Business: <b>184</b>
<b>2 St Mary</b> Home: <b>772</b> Business: <b>41</b>	<b>5 St Martin</b> Home: <b>1,702</b> Business: <b>47</b>	<b>8 St Lawrence</b> Home: <b>2,489</b> Business: <b>58</b>	<b>11 Grouville</b> Home: <b>2,194</b> Business: <b>37</b>
<b>3 St John</b> Home: <b>1,543</b> Business: <b>51</b>	<b>6 St Brelade</b> Home: <b>4,671</b> Business: <b>149</b>	<b>9 St Helier</b> Home: <b>15,823</b> Business: <b>1,871</b>	<b>12 St Clement</b> Home: <b>4,225</b> Business: <b>20</b>



## Ways we can deliver

### All Island

Maximise your coverage with a blanket approach, ensuring your message is delivered to every\* residential and/or business address Island-wide.

### By Parish

Many businesses depend on their local parish customers. If this is you, then this option may suit your needs. Send to one or a number of specific parishes.

\*Please note residents have the right to opt out of receiving direct mail.

## How we deliver

Your items will be delivered by postal officers, with rounds starting on a Monday through to a Friday for island-wide delivery, excluding public or bank holidays.

Jersey Post is conscious of its carbon footprint, over 50% of our vehicles are electric. We aim to deliver direct mailers in one of our electric vans or bikes, so you can rest assured that your mail drop will take environmentally conscious measures where possible.



# Design and print advice

## Format Types

**Before you can choose a stock or finish for your direct mail material, you must first decide on a format.**

A printed letter, for example, can set a more formal tone and put a sense of authority behind your campaign. A vibrant postcard, on the other hand, can appear more playful and could help capture the attention of a younger market.

Likewise, using a custom shape may help your direct mail materials stand out from the crowd and improve brand engagement.

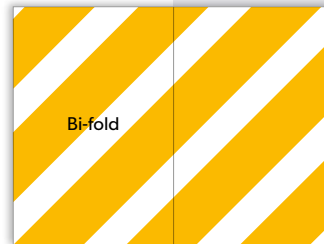
### Weight Tariffs:

10g | 25g | 50g | 75g | 100g

### Paper Sizes:

A4, A5, A6 and A7 are our supported sizes.

We offer preferential rates on delivery to Jersey and on-island printing. Contact our Business Team for further information.



# Top tips for successful direct mail

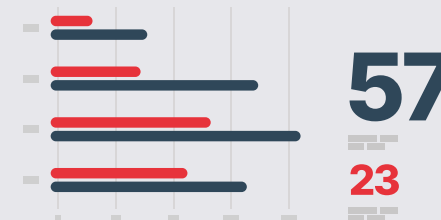
**A5** mailers tend to be the most successful as the reader doesn't feel overwhelmed with information.

**Plus they fit nicely in all letter boxes!**

For any mailer think...

## BRIGHT COLOURS & BOLD FONTS

and as much visual information as possible, infographic-style illustrations and graphs always do well as they're easy for the reader to digest.



# Value added services

**Add value to your Direct2Home and improve customer engagement with our business response services.**

**Both Business Freepost and Business Reply are ideal for marketing purposes.**

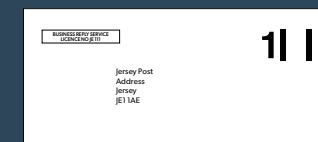
Customers are incentivised to get in touch with you as their response is free of charge. Furthermore, once you have the service in place, you will only pay for the customer responses you receive.



### Business Reply:

You are allocated a Business Reply number to use when addressing a response to your business. This is ideal for increasing customer engagement during promotional campaigns or regular customer mailings.\*

\*Business Freepost and Reply licenses available on an annual basis.



### Business Freepost:

Pre-print reply cards or envelopes with your address and pre-paid postage, removing the need for customers to address and stamp envelopes themselves.\*



Call **01534 616617**  
Email **business@jerseypost.com**  
Visit **www.jerseypost.com/direct2home**

**Jersey  
Post** 