



THE ISLAND'S LEADING DOOR DROP SERVICE

# DIRECT2HOME

[www.jerseypost/direct2home](http://www.jerseypost/direct2home)

**Jersey Post**   
Delivering for you

# Why use mail?



## Mail is trusted

Establish a direct relationship with your customers through a tangible channel.



## Mail is targeted

Tailor your campaign to meet your desired audience.



## Mail connects you with your customers

78% of door drops are engaged with, building positive brand perception.



## Mail is enhancing

Mail campaigns increase profit likelihood by 75% as it reaches your customers at every stage of the journey.



## Mail drives action

70% of customers are driven online thanks to direct mail, creating a lasting impression.



## Mail is effective

Avoid bombarding customers with e-news and digital marketing by using mail to maximise your reach.

# Why use Direct2Home?

Trust us to get your message across.

## **We offer access to every home in Jersey**

We can deliver to the whole island or by parish, depending on your desired audience and commercial goals.

## **We offer expert advice**

You'll receive support for creating, printing and delivering compelling mail which stands out to your customers.

## **We offer competitive pricing**

We guarantee you'll receive fair rates. We offer discounted rates for charities.

## **We offer campaign development opportunities**

Discover how you can improve and measure the productivity of your campaign by combining direct to home with our response services or our van wrap service.

\*People have the right to opt out of direct mail.

“

'We used Jersey Post's Direct2home service for a recent promotional campaign, the team were communicative and helpful throughout, the mailer went out exactly as described and I'm happy to say, yielded fantastic results'

**Ben, Sunworks**

”



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

# Ways we deliver

## By audience

Choose between targeting only residential addresses or only businesses for a more targeted campaign, or choose to target both for a broader approach.

## 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.

## All Island

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

# How we deliver

Your items will be delivered by our wonderful posties throughout the week. We do not deliver during weeks which include a public or bank holiday.

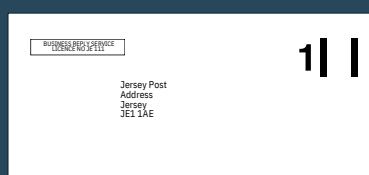
Jersey Post is conscious of its carbon footprint and are committed to building a sustainable service for our customers. As the first large business in Jersey to roll out a greener fleet, we aim to deliver direct mailers in one of our electric vans or bikes, so you can rest assured that your mail drop will take environmentally conscious measures where possible.

\*Residents have the right to opt out of receiving direct mail.

## Value added services

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

**Business Freepost is 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 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.\*

\*Business Freepost licenses available on an annual basis.

[www.jerseypost.com/response](http://www.jerseypost.com/response)

# 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 options:  
25g | 50g | 75g | 100g

Paper sizes:  
A4, A5, A6 and A7

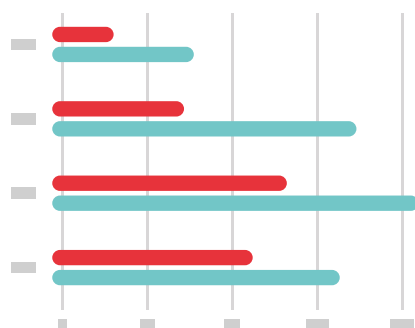
## Top tips for successful direct mail

**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.



**57**  
**23**

