

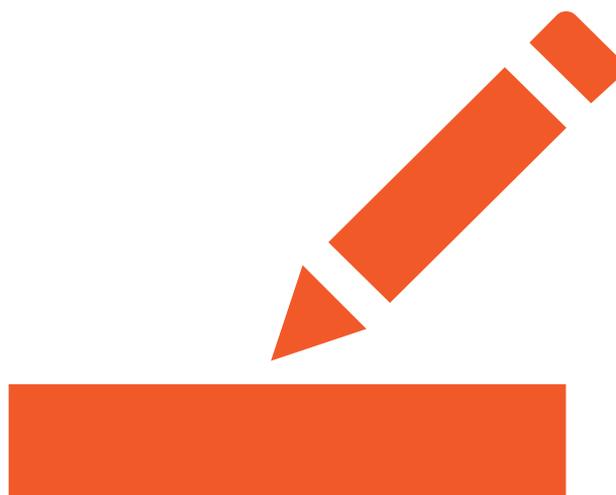
Tico Mail Works

Top 10 Direct Mailing Tips



TIP 1

Consider getting your mail house involved at the design stage. Their expert advice will ensure that your mail pack design can be packed, and can be mailed as cheaply as possible.



TIP 2

Allow your mail house to organise the postage and obtain the postal approvals. They deal with postal operators every day and know the best rates and services available for your mailing.



TIP 3

When personalising envelopes or postcards, inkjet where possible instead of using a label. It's cheaper, faster and the finish is of a higher quality.



TIP 4

Let your mail house order your paper and envelopes. They will make sure it can run smoothly through their printers and packing machinery.



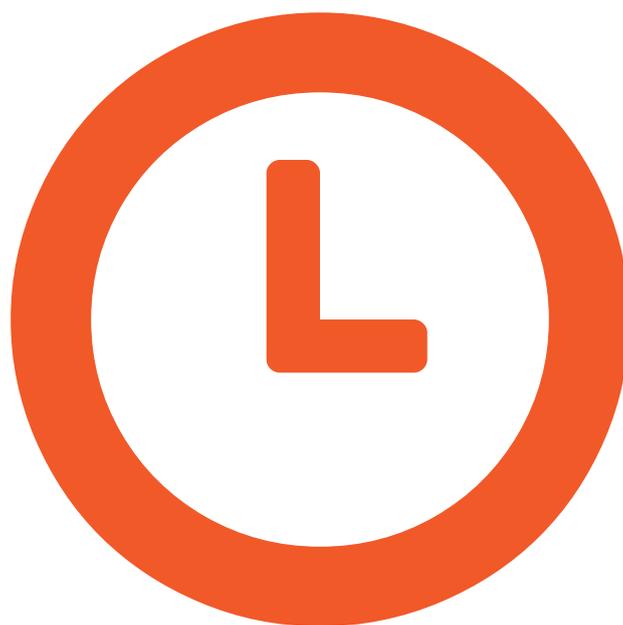
TIP 5

Always consider asking your mail house to be the print manager for your mailing. They can get discounts from their printer partners due to the long term relationships they have built.



TIP 6

Time is of the essence with data. Always try to give your mail house your database as soon as possible. This will ensure no last minute data cleansing problems arise.



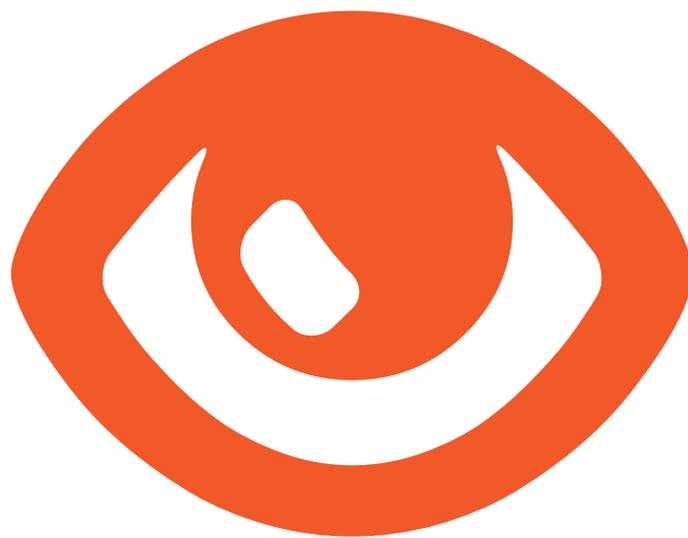
TIP 7

Always allocate sufficient time in your timing plan for the document set up, and for live samples to be produced for approval in advance.



TIP 8

Develop a relationship with your mailing house . Visit them and see their problems at first hand. Joint education of each business and challenge can always be very fruitful.



TIP 9

When it comes to data you can never be too secure. Always send data via a secure FTP transfer as opposed to encrypted emails.



TIP 10

Every mailing no matter how big or small has a deadline. By engaging with your mail house they can create a detailed time plan and guide you as to key milestones that must be achieved to meet the mailing date.





**If You Need Expert Help With Your Mailings
Why Not Say hello@ticomailworks.ie**