

## USPS makes Direct Marketing easier for businesses

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USPS is making it easier for small businesses to launch Every Door Direct Mail marketing campaigns.

USPS is making it easier for small businesses to launch Every Door Direct Mail marketing campaigns. Every Door Direct Mail allows users to target recipients through a variety of demographics, including household income and age. USPS recently enhanced the online tool by incorporating the organization's Affiliates Programme, an initiative that allows service providers to help

small businesses design direct marketing campaigns through a one-stop shopping process. The Affiliates Programme offers a variety of services, including design, printing, list services, mail preparation, online payment and measurement.

Additional information is available [here](#).

Source: [USPS Link](#)