



The **Certified Direct Mail Professional (CDMP)** is designed for the mailing industry professional to develop and strengthen core skills that build and maintain successful Direct Mail business within this highly competitive environment. This course is sponsored by the USPS and was developed by a committee of USPS and mailing industry experts

The following subject areas are offered in the CDMP Program curriculum:

Introduction

- The Role of Mail in Today's Society
- Direct Mail Facts and Stats
- The Mail Moment
- 40/40/20 rule
- Return on Investment

Omni-Channel Marketing

- Multi-Channel vs Omni-Channel
- What is Omni-Channel Marketing?
- Omni-Channel Factors
- The Value of Mail
- Consistent Messaging Across All Platforms
- How Does Direct Mail Fit In?
- Cost of Various Advertising Methods

Mailing Lists

- Why Lists Matter
- Types of Lists
- Cost vs Quality
- Data Mining
- Predictive Modeling
- Undeliverable as Addressed Mail
- Every Door Direct Mail

Technology

- Mail and Mobile Meet
- PURLs
- Quick Response Codes
- Video in Print
- Augmented Reality
- Variable Data Practices
- Near field Communication
- Intelligent Mail Barcode

Mailpiece Creation

- Formats
- Creative Element
- Offer
- First-Class Mail
- Standard Mail
- Writing Copy
- Designing Mail to be Cost-Conscious

Environment

- Data and Facts
- Recycling
- Costs
- Certifications
- Green Ideas for Mailers
- Direct Mail Myths

Response Rates

- Data and Statistics
- Cost per Acquisition by Media
- Campaign Strategy
- Response Rates
- Importance of a Deadline
- Response Testing
- Setting Realistic Expectations
- Features and Benefits
- 7 Key Copy Drivers



The Education Subcommittee of the PCC Advisory Committee in collaboration with the USPS National Center for Employee Development (NCED) Team is **offering the CDMP Program to PCCs**. This is a **great opportunity** to offer the **CDMP Program to your PCC**. Please contact **Lisa Roth** at lisa.a.roth@usps.gov for information regarding scheduling the program including availability of dates.

Tuition includes all course materials, the exam and travel expenses for the instructors. While this is an excellent value, if you have concerns regarding your PCC memberships or ability to cover the tuition, please contact Gi Gi Griffin-Earrest at 405-366-4302.