



# Share Mail™

## A creative twist on domestic mail postage

Share Mail™ can help empower your customers to share your message. Use it to:

- Drive store traffic.
- Increase the referrals to your business.
- Create viral messaging between recipients to generate excitement about your brand.

To get the conversation started, provide your customers, stores, or vendors with prepaid postage on First-Class Mail® letters or postcards so they can share them with the people they know. You pay the postage when a Share Mail piece is mailed by your recipient and scanned during processing, so there's no cost to the customer to send.

## People are social. And they love to share.

Did you know?

- 65% of adults now use social networking sites.<sup>1</sup>
- U.S. residents average 2.7 hours per day on social media.<sup>2</sup>

### Millennials:

- Ranked word-of-mouth as the number-one influencer in their purchasing decisions.<sup>3</sup>
- Tend to rely on word-of-mouth recommendations from friends.<sup>4</sup>
- Say they're swayed by friends' opinions (59%).<sup>4</sup>

### Personally referred customers tend to be more valuable customers.

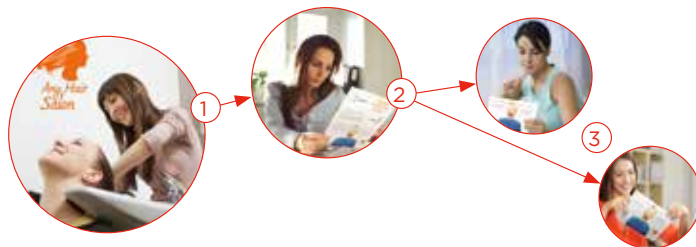
- 25% more profitable<sup>5</sup>
- 20% higher average yearly order value<sup>5</sup>
- 25% higher lifetime value<sup>5</sup>

Share Mail can help you take advantage of these social trends by making it easy for your existing customers to refer your products and services to people they know.

### How it works:

Share Mail pieces can flow from one customer to the people they know (family, friends, neighbors, colleagues, etc.), and those recipients do not need to pay the postage; it is paid by the Share Mail account holder. With Share Mail, you pay the postage—and you gain the opportunity! To qualify for Share Mail service, your business must meet and comply with all eligibility requirements of the program. See reverse for more details.

### How Share Mail can start a conversation among multiple people:



1. You send customers a mailpiece that includes one or more Share Mail postcards.
2. Your recipient sends those postcards to anyone else they think might be interested.
3. The Share Mail recipients receive your postcard, your message, and your call to action.

The Intelligent Mail® barcode (IMb®) on each mailpiece can provide you with valuable data about the status of your mailing and responses to your mailing. By using a unique Share Mail IMb, you can track individual responses and tailor follow-ups based on whether a recipient has responded.

You'll have access to updated tracking reports based on the scans each returned piece receives as it moves through the postal system.

**Share Mail™**  
 can enable  
 new and  
 more personal  
 connections.



1. Andrew Perrin, "Social Media Usage 2005-2015," Pew Research Center, October 8, 2015.  
 2. Simon Kemp, "Digital, Social & Mobile in 2015," We Are Social, January 21, 2015.  
 3. Amity Kapadia, "40+ Word-of-Mouth Marketing Statistics That You Should Know," Ambassador, December 30, 2015.  
 4. Jen Gray, "How to Crack the Millennial Code Through Referral Marketing," Extole, March 1, 2016.  
 5. 2016 Referral Marketing Best Practices, Extole, 2016.

## Features of Share Mail™

### What you can do:

- Send Share Mail™ pieces weighing up to one ounce each, from multiple locations to multiple locations, anywhere in the United States.
- Add a QR Code® barcode or augmented-reality trigger to extend the customer experience to the digital realm.
- Provide multiple postage-paid envelopes to help ensure that important documents are circulated and mailed promptly.
- Control your business messaging and create a simplified recipient experience.

### How to get started:

- Create a USPS® Centralized Account Processing System (CAPS) account.
- Meet specific mailpiece design requirements and have your design approved and tested by USPS prior to distribution.
- Demonstrate the ability to print a static or unique IMb® on each mailpiece and present written quality-control measures that ensure production will meet USPS standards.

### How it's funded:

- Your business establishes a CAPS account with USPS.
- Your account is debited as Share Mail pieces are mailed by your customers, based on barcode scanning.

### Need inspiration?

#### Here are some examples of how you might use Share Mail™:

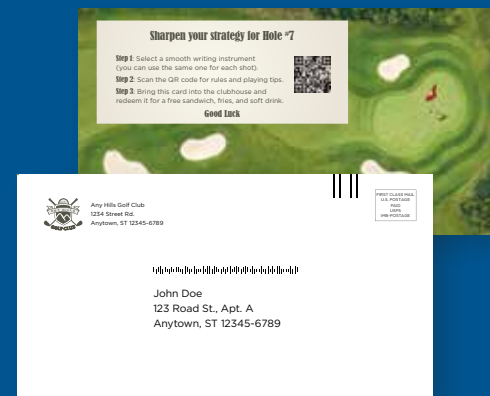
1. Cruise line provides customers promotional Share Mail postcards; customers send postcards to friends and family; friends and family love referrals. They claim the offer through cruise line's website (via QR Code® or URL) or mobile app.
2. Corporate offices include offers that encourage customers to connect with friends about their local franchises using Share Mail.
3. Enclose thank-you cards with any gift purchases so that the gift recipient can send a Share Mail thank-you note to the purchaser.
4. Enclose Share Mail cards with any order your company fulfills so the receiver can refer a friend.

To learn more, contact your USPS® Marketing Consultant at [ShareMail@usps.gov](mailto:ShareMail@usps.gov).



You can use  
Share Mail™ to  
extend the reach  
of your message.

Recipient receives direct mail.



Recipient sends enclosed  
Share Mail™ reply card.



Please recycle

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