

# Graphics Universal and EDDM®

help power Battery Express' impressive year over year growth.

March 2017

In the spring of 2015 entrepreneurs Mike and Kris Nichols launched their new business Battery Express & More, LLC in Chambersburg, PA. Their business plan was simple and straight forward. Sell batteries for everything from the smallest button batteries to large equipment batteries. Having been successful in several businesses prior to this one, they understood that a basic need for every business was to make your business stand out and get noticed. For the first year or so they used traditional advertising media such as newspaper, billboards, yard signs and the internet. While successful, they felt that they were still missing potential client opportunities, both B2B and B2C.

Kris had heard about the USPS® Every Door Direct Mail (EDDM®) program and contacted Graphics Universal to learn more about it and to discuss her options for launching an EDDM® campaign. As an experienced business owner Kris understood the demographics of whom she wanted to reach and what she wanted the post cards to look like. She called on Graphics Universal to put the pieces together and to make it happen.



The response to their EDDM® campaign was immediate and impressive. The first week they heard from 4 to 6 new clients each day. The trend continued yielding some impressive if not astonishing results showing year over year sales growth each month of up to 172% during the first 5 months.

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***“As a result of our EDDM® campaign, we noticed that not only were we gaining visibility in the local area, but now our clients were driving past our competitors to buy batteries from us.”***

**-Kris Nichols, owner of Battery Express & More**

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## Challenges

With other forms of advertising such as newspapers, internet and billboards, Kris was forced to fit her ideas into the providers model. She was not able to target the specific demographics she wanted. The process to place an ad with the newspaper and other companies was time consuming and difficult to control and the ROI was low or non-existent.

## How the Graphic experience was different

With Graphics Universal you can have as much or as little control of the process as you want. EDDM® gives you complete control of your target audience and allows you to choose the specific mail route based on the demographics of the households on the specific route. The advertiser can select the target audience for the mailer or Graphics Universal will select the right routes based on the demographics you provide. Graphics Universal makes it easy. Design, layout, print and mail. Graphics handles the entire process, you make the resulting sales.

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***“My business, my dollar . . . I wanted to do what I wanted to do. Graphics Universal made it easy for me. I chose the mail routes which reflected my target demographics and directed the ad design. In most cases I chose routes that consisted of both residential and commercial clients giving us a double win. ”***

**-Kris Nichols**

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EDDM® is extremely cost effective and with the opportunity to focus your campaign on as small an area as a single mail route, you can be very targeted.

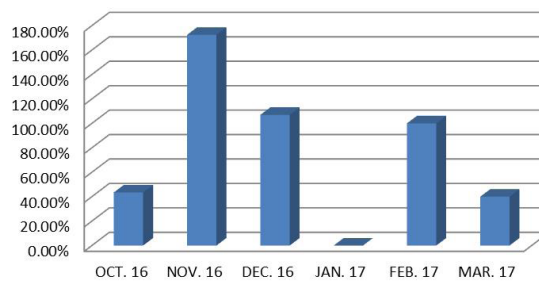
## What is EDDM®?

USPS® Every Door Direct Mail® (EDDM®) is an affordable targeted advertising technique that lets you map your marketing mail audience by age, income, or household size. You can use the EDDM mapping tool to choose the ZIP Code™ and carrier route that will target your best possible customers—current and future.

## Results, Return on Investment

The results and ROI were impressive for Battery Express & More. They reported 4 - 6 calls a day that they could connect directly to the mailer and the year over year growth by month for the months immediately following the launch of the campaign speak for themselves.

Year / Year Growth



## Best Practices

- Use large post cards, e.g. 6 1/2" x 11"; 8 1/2" x 11"; 12" x 15".
- Mail two or three cards in succession.
- Include images and content that describe your product and/or services.
- Be sure to highlight your unique products or services.
- Include a gift or incentive with your campaign.
- Keep track of who is returning your cards to measure effectiveness with related demographics.

**Want to learn more** about Graphics Universal Incorporated's full suite of innovative print solutions including targeted direct mail campaigns using EDDM® and other USPS® programs. Call 717-597-3108 x3110 or email [sales@graphicsuniversal.com](mailto:sales@graphicsuniversal.com) to schedule an appointment.

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