



Put Your Business in Every Mailbox: EDDM for Dunlap Small Businesses

Most small-town business owners pour time and money into digital ads that get ignored, scrolled past, or lost in the algorithm.

But what if there was a low-cost, high-impact way to get your business into every single mailbox in the neighborhood—without buying a list, running a Facebook ad, or guessing what will work?

Welcome to Every Door Direct Mail (EDDM)—an underrated, USPS-backed marketing tool that's tailor-made for places like Dunlap, Tennessee.

What Is EDDM?

Every Door Direct Mail (EDDM) is a service from the U.S. Postal Service that allows you to blanket an entire neighborhood with postcards or flyers—without needing to know anyone's name or address.

Instead of mailing to individuals, you target carrier routes (local delivery zones) and deliver to every address on that route. It's ideal for:

- Local shops & service providers
- Realtors & home service pros
- Restaurants, cafés, and food trucks
- Churches, nonprofits, and community events

Postage costs are low—usually around \$0.20 per piece—and you can send to just a few hundred homes or a few thousand at a time.

Why It Works in a Town Like Dunlap

In tight-knit communities, physical presence still matters. People notice what lands in their mailbox. They keep coupons on the fridge. They talk about what they saw.

EDDM helps you:

- Target locally without the digital noise
- Launch offers fast (great for events or seasonal deals)
- Build familiarity and trust with repeat exposure
- Get measurable results with coupons or QR codes

And best of all? You can do it right here in town.



Need Help? Talk to Curtis at PostalAnnex

If you're new to direct mail, you don't have to go it alone. Curtis Hayman at PostalAnnex in Dunlap offers full EDDM services—from printing and bundling to USPS drop-off and route selection.

He knows exactly how to make EDDM work for your business.

 <https://dunlap.directory/directories/postalannex/>

EDDM Provider Scoring Checklist

Thinking of using an online EDDM provider (like GotPrint or Taradel)? Here's how to vet them:

☒ Area	What to Look For
☒ _____ Print Quality	USPS-compliant sizes, heavy stock, full color, bleed
☒ _____ USPS Compliance	Indicia, bundling, facing slips, paperwork handled
☒ _____ Route Tools	Map filtering by income, age, or household size
☒ _____ Turnaround Time	3–7 days ideal from order to USPS drop-off
☒ _____ Full Service	Design + print + route selection + delivery
☒ _____ Customer Support	Actual humans who understand USPS rules
☒ _____ Pricing Clarity	No hidden bundling or postage fees
☒ _____ Tracking Options	QR, coupon, call tracking support
☒ _____ Reputation	Reviews on BBB, Google, Trustpilot

EDDM Campaign Launch Checklist

Before launching your first mail campaign, make sure you've covered these steps:

☒ Step	Description
☒ _____ Objective Set	Clear goal (foot traffic, calls, signups)
☒ _____ Offer Chosen	Simple, bold, time-sensitive



☒ ____ Call-to-Action	Big phone number, QR code, or URL
☒ ____ Design Ready	Postcard that stands out at a glance
☒ ____ Target Routes	Zip codes or carrier routes selected
☒ ____ Print Specs	Final proof approved, USPS layout checked
☒ ____ Drop-off Timing	USPS delivery dates lined up with promotion
☒ ____ Tracking Enabled	Coupon code, QR, or special phone number
☒ ____ Post-Campaign Review	Did it work? Repeat, tweak, or replace

Final Thoughts

Most small business owners in Dunlap haven't tried EDDM—but those who do tend to come back to it again and again. Why? Because it's:

- Affordable
- Simple
- Physical
- Local

Your neighbors can't swipe past a postcard.

If you're ready to get your business in every mailbox on the block, start here:

☐ <https://dunlap.directory/put-your-business-in-every-mailbox-eddm-explained-for-dunlap-entrepreneurs/>

Or stop by PostalAnnex and talk to Curtis. It might just be the best marketing decision you make this year.