



Mail America

Business Model for Marketing Agency Partners



Overview

Enable marketing agencies to add direct mail to their service suite under their own brand. Mail America acts as the silent fulfillment partner, providing strategy, data processing, printing, and mailing services.

Services

Partnership Structure

Revenue Model

Go-to-Market Strategy

Sales & Marketing Enablement

Technology & Integration

Support





Services Offered



Postcard & Letter Campaigns



Triggered Direct Mail
(based on digital behavior or CRM)



QR code tracking & landing page integration



Personalized Variable Data Printing



Direct Mail Retargeting from Web Visitors

Standard? Specialty? Custom-built?

We've got it all. Whether you want to go classic or break the mold, we deliver format flexibility that fuels performance.

Standard Formats:



Letters
(window or regular #10)



Invitations
(A6, A7)



Postcards
(4x6 to 11x14)



Bi-folds
& Tri-folds

Specialty Formats:



Die-cut
shapes



Gift card
affixed mailers



Code-to-win
mailers



Pop-up
& dimensional



Scratch-offs
& laminated
pieces



Interactive games &
mobile-triggered
content



Catalogs
in various sizes

Partnership Structure



Agency Agreement

Agency resells direct mail services under its own brand.



Mail America Role

End-to-end production and fulfillment.



Onboarding & Training

Mail America provides onboarding resources, training on campaign types, and a direct mail success toolkit.

Revenue Model



Wholesale Pricing to Agency

Mail America provides preferred pricing



Agency Markup

Agencies mark up services and sell to clients under their brand.



Optional Managed Services

Strategy, design, and data services can be bundled by Mail America or provided by the agency.

Support



**Dedicated Partner
Manager**



**Creative Services
Option**



**Live Chat & Email
Support**



**Campaign Review
Calls Available**

Sales & Marketing Enablement



Agency Branded Collateral

Sales decks, product sheets, case studies.



Customizable Web Content

Plug-and-play content modules for the agency's website.



Campaign Templates

Pre-designed campaign blueprints for common verticals (e.g., ecommerce, B2B, home furnishing).

Technology & Integration



Portal Access

Agencies access Mail America's portal for job submission, tracking, and support.



CRM Integration Support

For triggered campaigns from platforms like HubSpot, Klaviyo, Salesforce.



Reporting

Status updates and performance tracking.

Go-to-Market Strategy



Pilot Program

Agency launch a co-branded pilot.



Launch Kit

Includes messaging, onboarding guides, pricing sheets.



Quarterly Campaign Promos

Seasonal or industry-specific packages.





Thank You

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