Replica Printing Offers Direct Mail Service in San Diego

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Replica Printing, a company based in San Diego, is pleased to announce that they are providing direct mail services to San Diego County businesses, and they can mail the mail pieces to any of the 50 states of the USA. Whether it is personalized letters or postcards, the company can help local businesses save time and money, while boosting the response rates of their direct mail efforts. They can help in directly sending a marketing message to customers and prospects. These messages can even be personalized where Replica Printing will mail merge and apply various texts and images to customize the message to each client. Furthermore, for those who print and mail with Replica, their order is tax-exempt.

A spokesperson for Replica Printing says, ?Direct mail can be very effective. A recent study showed that direct mail campaigns produce sales five times greater than email campaigns, whereas direct mail and email marketing campaigns get comparable response rates. Combining email with direct mail resulted in the best outcomes of all: sales six times greater than generated email alone.?

It has been noted that while young people receive hundreds of emails a day, they only get a few pieces of actual mail. Having observed that trend, digital-first companies such as Glossier and Warby Parker have begun opening physical stores to make themselves stand out from the crowd by sending physical mail.

Meanwhile, sending direct mail in bulk can be very cost effective for businesses and can be sent to very targeted groups of people. Through the use of a targeted mailing list, the business may be able to reach only those who are interested in the company?s product or service. Replica Printing can help businesses whether they have a mailing list or want to buy a targeted list. They will ensure that businesses will obtain the best possible ROI by running these lists through the approved mailing software of the USPS. This will eliminate duplicates, incomplete and non-deliverable addresses. It will also offer a move update and separates any internationals. This additional step will provide business with confidence that they are mailing to the appropriate recipients and get rids of any returns.

They can also help with direct mail marketing for nonprofits, which is the sending through the postal system physical mailings to supporters. While a number of non-profit programs have incorporated digital means of communication, direct mail is making a comeback as an important non-profit fundraising tool. This particular tool has been found to be provide a significantly higher investment return compared to digital approaches, with response rates that are sometimes 10 times that of the rates for digital marketing.

Replica Printing offers various kinds of direct mailing services. These include: ink jet addressing and digital printing; machine and hand folding, inserting and sealing; machine and hand collating; barcoding, presorting, and mailing; tabbing/wafer-sealing; matched mailings; affixing labels; hand stamp affixing; sequencing (numeric & alpha); metering; and tag, tray, and delivery to USPS.

Aside from direct mail services, Replica Printing also offers: sales and marketing materials; training and educational materials; reprographic services; graphic design services; and binding and finishing services. The company has been providing San Diego printer services since 2001. They are a family-owned and operated business composed of a team of printing experts.

Replica Printing can supply businesses and professionals with business cards, posters, flyers, and other marketing materials. They are focused on printed sales and marketing materials that are guaranteed to provide the appropriate first impression. Regardless of the company?s size or industry, these sales and marketing materials can help ensure the business that they will provide a consistent look and message.

They can also supply custom-fitted training and educational materials for educators, trainers, and consultants. They can provide advanced digital printing, binding, and fast turnaround such that their customers can have a reliable and flexible source for all their training and educational material requirements.

When in need of mail service San Diego residents can check out the Replica Printing, or call them on the phone. They are open from 7:00 am to 5:00 pm, from Monday to Friday.

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