



Is your customer database incomplete? Out of Date?

“Our business is all about our customers. Unless we are able to communicate with them, we have no control as to whether they will buy from us again.”

“The Easy, Quick and Cost Effective
Solution to mass customer mailouts using
youGROW's Customer Update and
Australia Post's Reply Paid Services”



What is Reply Paid and what can the service be used for:

- A Reply Paid address is a marketing tool for businesses offered by Australia Post to encourage responses – it makes it easy for your customers or contacts to respond to an offer.
- It is postage free for your respondents, and you only pay for the replies you receive.
- If you want to promote your products or services, or require responses, Reply Paid is an excellent tool.

The service can be used for the following:

- Generating sales leads or enquiries for further information
- Encouraging prompt payment of accounts
- Generating responses to questionnaires such as updating your customer information
- Encouraging responses to a request for information
- Building your database of current and prospective customers

The Scenario:

You have 1,000 customers on your database. You know your data is not all up to date – you have incomplete names, are missing mobile and/or email addresses, and are not sure how many of your postal addresses are up to date. You need to find the easiest way to get your database up to date.

You want to send out an update letter to your clients – using mail merge to make this process easier – to ask them to update their information.

You have 2 options – either do it all yourself – the merging, printing, folding, inserting, and posting – or use youGROW to make this really easy – just send us one email with 3 files, your customer database, your customer update letter, and reply paid artwork, and it costs less!

Option 1 - The traditional way:

You do it all yourself, the printing, the folding, the inserting of both reply paid envelope and your letter.

All costs are based on a database of 1,000 customers and exclude GST.

Item	Cost per Unit	Cost Description	Estimated Cost per Reply Paid Envelope
Reply Paid Envelope	\$0.40	Basic White envelope with return address and reply paid artwork	\$0.27 per customer
Annual Fee (for Reply paid #)	\$60.00	Paid Annually	\$0.06 per customer
<i>Manual Labour</i>			
<ul style="list-style-type: none"> Design and outline mailout 	Approx. (low scale) \$18.00 per/hr	Manager/ casual staff Rates to design and outline mailout – Approx 4 hours	\$0.07 per customer
<ul style="list-style-type: none"> Paper for printing mailout 	Approx. \$1.19 per/ream (500 sheets per/ream)	Normal "business" white copy paper at \$1.19 per/ream X 2 Include: \$18.00 per/hr for printing time- Approx 3 hrs to print	\$0.01 – Paper cost per customer \$0.05 – Labour Cost per customer
<ul style="list-style-type: none"> Window Faced Envelopes 	Approx. \$20.40 per/box (500 envelopes per box)	Office National Window Faced Envelopes Include: \$18.00 per/hr for stuffing and folding Reply paid envelopes inside – Approx. 12 hrs	\$0.21 – per customer
<ul style="list-style-type: none"> Postage Per unit mailed 	\$0.50	Mailed through Australia Post	\$0.55 per customer
Total Cost of Mailout:			\$1,300.00
Total Cost per Customer:			\$1.30

Option 2: The youGROW Reply Paid Addressing and Posting Service

The Service:

Using patented “No envelope” technology, we can offer our clients an easy way to send letters – whether with reply paid facility or single page letters for any purpose.

All you do is email us 3 files – we take care of the rest!

ADVANTAGES

- Provides a mailing service that is cost effective for mailings as small as 300.
- You simply email your youGROW Professional Partner the “Letters file” we create for you during set up of your youGROW programme, together with the letter you wish to send, and your reply paid artwork. A few keystrokes only – no folding, printing, inserting or posting.
- The no-envelope technology saves you money because there is no separate outer envelope (so no plastic window), no separate Reply Paid envelope, and no insertion.
- Your customers simply seal the Reply Paid envelope by pressing firmly with their fingers (no licking and sticking required).
- When using the **secure** self-seal Reply Paid envelope, the response details such as customer address and phone details are on the inside and securely concealed from view.
- A perforated tear-off section is provided for the customer.
- You protect the environment by using less paper.
- *It's fun, quick and easy for your customer to do – your response rate is MUCH better!*

NB:

- The paper used is 100gsm.
- If you require colour laser printing or offset printing please contact us for a quote.

COSTING:

- \$100 set up fee
- \$0.85 cents per letter. This includes, merging, printing, folding, inserting, reply paid ability and postage!

***All costs are based on a database of 1,000 customers.**

Item	Cost per Unit	Cost Description	Estimated Cost per Customer
Reply Paid Envelope	No Cost	Basic White envelope with return address	0
Annual Fee (for Reply paid #)	\$60.00	Paid Annually	0.06
<i>Manual Labour</i>			
• Design and outline mailout	No Cost	No Cost	0
• Paper for printing mailout	No Cost	100 gsm white A4 paper	0
• Window Faced Envelopes	No Cost	No Cost	0
▪ Postage Per unit mailed	Included in cost below	Mailed through Australia Post	0
Set up fee	\$100.00		\$0.10
Mailhouse fee per letter:	\$.085	Includes completed artwork, merging, printing, folding and posting	\$0.85
Net Cost of Mailout:			\$950.00
Plus GST			\$95.00
Total Cost per 1,000 letters			\$1,045.00
Total Cost per Customer:			\$1.05

And no time consuming labour costs!!! 😊

- Total cost must be paid upfront, cheque/monies to be paid to youGROW, or to your youGROW Professional Partner.
- Actual costs are based on 85 cents per letter. E.g. if you have 2,555 customers on your database, the amount payable to youGROW is 2,555 @ 85c - \$2,171.55, plus \$100 set up, plus GST.
- Allow up to 4 working days for processing and delivery.

So where do we start????

You simply need to go to your local Australia Post Office and register for their Reply Paid service (if you are not a current customer), email youGROW your existing database as per our instructions, and the letter you are wishing to mailout, and before you know it you will have a up to date database, with no merging, printing, folding and posting on your behalf involved!

- Contact your local Australia Post Office and register for Reply Paid services
- Australia Post will open an account for you, and provide you with your Reply Paid artwork and barcode
- Email the following through to youGROW
 - 1) Customer database
 - 2) Mailing letter
 - 3) Reply Paid Artwork

We take care of the rest.

How do we keep track of those who have and have not responded, and what do we do then?

youGROW will also assist you with guidance on how to easily keep track of your responses, and advice with what to do with those who have not.