

# Advertising Agency Specializes in Every Door Direct Mail For Cleaners

John Braun January 10, 2013



Every Door Direct Mail Example for a Cleaning Business

**It can be tough for cleaning companies to find clients. But with the new Every Door Direct Mail program by the U.S. Postal Service combined with ready-to-use templates, it's a little easier.**

(Newswire.net --January 12, 2013) Pensacola, FL- Advertising agency specializes in helping cleaning companies all over the United States with Every Door Direct Mail (aka EDDM). Hitman Advertising, based in Pensacola, Florida, is now providing ready-to-use EDDM templates and training so cleaners can target their

advertising to specific neighborhoods.

Early in 2012, the U.S. Postal Service began a program called EDDM, short for Every Door Direct Mail. With this new program, businesses can send large postcards to specific mail routes for as little as 14.5 cents per address. The program requires no set up or permit fee. As well, the sender need not worry about obtaining a mailing list. The only mailing list the sender needs is the mail route number in which he is sending the EDDM campaign.

The low cost and freedom of commitment makes the new EDDM program ideal for small and large businesses. Cleaning companies like carpet cleaning, tile cleaning, pressure washing, air duct cleaning and maid services often use direct mail due to it's targeted marketing. A cleaning business owner can pick the neighborhoods and homes in which he wants to service. The new EDDM program makes direct mail even more attractive.

John Braun, owner of Hitman Advertising said, "Nothing about advertising has excited more in recent years than EDDM. The low cost and ease of use makes it something every local business should try."

[Hitman Advertising](http://www.Hitmanadvertising.com/coaching) is an advertising agency that caters to the cleaning industry. They now offer clients tested and proven EDDM postcards. For more information, visit [www.Hitmanadvertising.com/coaching](http://www.Hitmanadvertising.com/coaching)