

How To Advertise & Promote

Your PEC “Package and Processing Center.”



- Getting the word out to your current retail customers and even potential customers that will now frequent your store due to you offering UPS package processing and drop offs/returns provides an opportunity to grow your business.
- In this presentation we are going to go over many different ways you can spread the word quickly that will reap long term benefits.
- No matter how small the town or how established your store is, there are customers that do not know about you or do not have a reason to come to your store. You need to always try to change that!

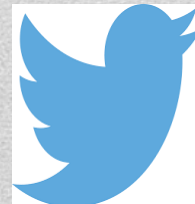
The Importance of Advertising your shipping



Front and center

- Using Social media as a tool for advertising is nothing new, but have you used your multiple social media accounts to promote your shipping at all?
- Facebook, Twitter, and Instagram are just a few examples that you could use to spread the message to your customer base.
- If you don't use social media consider starting them.
- Adding social media will help you with advertising all facets of your store.

Social Media



The following can be used in your advertising materials without prior written approval by UPS:

- We ship via UPS
 - “Store Name” accepts packages for shipment via UPS
 - “Store Name” offers UPS services
 - “Store Name” ships via UPS
 - “Store Name” offers UPS services for your convenience
 - We accept your UPS packages here
- *You may not use the UPS logo in any of your advertising.

Important Guidelines

Facebook interface for the UPS page. The header shows the user's name 'Tyler' and navigation options 'Home' and 'Find Friends'. The main content area features a large image of a woman and a man in a kitchen setting, with the UPS logo overlaid on the left. Below the image are buttons for 'Like', 'Message', and a menu icon. The page name 'UPS' and category 'Transport/Freight' are displayed. Navigation tabs include 'Timeline', 'About', 'Help Center', 'Photos', and 'More'. The left sidebar contains a search bar and statistics: '1,591,856 people like this', '3,756 people have been here', and 'Invite friends to like this Page'. The right sidebar shows a 'Status' section with a prompt to 'Write something on this Page...'. A post from UPS is visible, dated '1 hr' ago, with the text: '27 birdies, 2 eagles and a hole in one, well played Lee Westwood and Louis Oosthuizen, what a great start to #Bags4Birdies'.

Facebook



The image shows a screenshot of the UPS Twitter profile page. At the top, there is a header image of a woman in a dark blue shirt holding a yellow fruit next to a cardboard box in a bright, modern interior. Below this is the UPS logo in a dark square. To the right of the logo are statistics: TWEETS 20.7K, FOLLOWING 8,242, FOLLOWERS 151K, LIKES 22.3K, and LISTS 11. The profile name is UPS @UPS, with a verified account icon. The bio reads: "Stay connected to global trade, sustainability & logistics. Tweets by the UPS Social Team. Questions about a package? Just ask @UPSHelp." Location is Atlanta, GA, website is ups.com, joined June 2010, and born on August 28. A "Tweet to UPS" button is at the bottom left. The main content area shows two tweets: one from 1h ago about a service update in San Antonio, and another from 2h ago about a golf game.

TWEETS	FOLLOWING	FOLLOWERS	LIKES	LISTS
20.7K	8,242	151K	22.3K	11

UPS @UPS

Stay connected to global trade, sustainability & logistics. Tweets by the UPS Social Team. Questions about a package? Just ask @UPSHelp.

Atlanta, GA
 ups.com
 Joined June 2010
 Born on August 28

Tweet to UPS

Tweets Tweets & replies Media

UPS @UPS · 1h
 [SERVICE UPDATE] Severe weather is impacting service in San Antonio. Details: pco.it/1SVWJyB

UPS @UPS · 2h
 27 birdies, 2 eagles and a hole in one, well played @WestwoodLee and @Louis57TM, what a great start to #Bags4Birdies

Twitter

- Are you easily Googled?
- Have you set up your store as a google business listing?
- Did you know if set up correctly your store could be the first thing someone sees if they google the phrase “shipping store near me”
- Yet again this is a free way to advertise your store and it’s shipping capabilities at no cost.
- Ignoring these free ways to spread awareness is a sure way to mishandle the opportunities your store has.

BEHIND EVERY PROJECT IS A
True Value

See photos

See outside

Hanover True Value ★

Website Directions

\$\$ · Home Improvement Store
Address: 7 South St, Hanover, NH 03755
Phone: (603) 643-2308
Hours: Open today · 8AM-5:30PM ▾
[Suggest an edit](#)

Reviews Write a review Add a photo

"Great local full service hardware store."

"Staff here are super helpful and they really get to know the regular customers."

[View all Google reviews](#)

Google Business Listings

How to setup your Google Business Account

1. On your computer, sign in to Google My Business.
2. Sign in to your Google Account, or create one. Then, click Next.
 - Sign up with your business email domain since this account will be for your chain. Enter the name of your business or chain. If you have a chain, you can also select it from the suggestions that display as you type.
3. Enter your business' or chain's address. Then, click Next.
 - You may also be asked to position a marker on the location of your business or chain's branch on a map. If your business doesn't have a physical location but operates within a service area, you can list the area instead. Then, click Next.
4. Choose how your business will display on Google Maps.
 - If you serve customers at your business address:
 - a) Enter your business address.
 - b) Click Next. If you also serve customers outside your business address, you'll have the option to list your service areas as well.
 - If you don't serve customers at your business address:
 - a) Enter your business address.
 - b) At the bottom, click I deliver goods and services to my customers > Next.
 - c) List your service areas, then click Next.
5. Search for and select a business category. Then, click Next.
6. Enter a phone number or website URL, then click Finish.
 - You'll also have the option to create a free website based on your information. It's recommended that you provide the individual phone number or store page for each location, rather than a single centralized call center.
7. Select a verification option. It's recommended that you review your information before you request verification.
 - To verify now, at the top, find the red banner and click Verify now.
 - To verify later, click Verify later > Later.
 - If you're not authorized to manage the Business Profile for the chain, find the person in your organization who's authorized and continue the process.

Tip: If you get an onscreen message that someone else has verified the business, Request ownership of the Business Profile.

Add your business through Google Maps

1. On your computer, sign in to Google Maps.
2. You can add your business in 3 ways:
 - Enter your address in the search bar. On the left, in the Business Profile, click Add your business.
 - Right-click anywhere on the map. Then, click Add your business.
 - In the top left, click Menu ≡ >Add your business.
3. Follow the on-screen instructions to finish signing up for Google My Business.

Claim your business through Google Maps

1. On your computer, open Google Maps.
 2. In the search bar, enter the business name.
 3. Click the business name and choose the correct one.
 4. Click Claim this business Manage now.
 - To choose a different business, click I own or manage another business.
 5. Select a verification option, and follow the on-screen steps.
-

- Package Express Centers has many radio scripts of differing length at your disposal.
- These scripts can help you reach a demographic you might be missing and you can tailor them to your local area easily.

Radio Scripts



- Ship where you Shop
- Radio - :30
- "Ship where you Shop" at (insert store name)! They ship via UPS, so you get fast, dependable worldwide parcel shipping – and you'll pay less doing it! At (insert store name), you get free package tracking and no cost for insurance on the first \$100 of declared value! Find great values everyday at (insert store name) – then be sure to "Ship where you Shop" at (insert store name/locator). Open (insert store hours).

30 second add example

- Ship where you Shop
- Radio - :15
- Say goodbye to long lines at the post office and hello to (insert store name) where "Service" is our middle name! We make it easy for you to save time AND money when you "Ship where you Shop" at (insert store name/locator).

15 second add example

- Package Express Centers has many newspaper ads. From generic year round to eye grabbing seasonal ads.
- Ranging from small to column and even classifieds. We have many ads that you can take and customize for full affect in your local paper
- These ads are easily added into existing advertising.

Vacation Tip:
From
YOUR STORE NAME
Your Address, City, State
Phone/Fax
Store Hours
Store Hours
Ship items ahead to avoid worry about what you can and cannot pack for a flight
We **Ship** via **UPS**
Bring this coupon with you for
\$2 OFF When you ship your next UPS package with us.
Expires 12/31/2009 1 per Customer
1 column x 5" (5 column inches)

Can't be there!
Make sure your gift doesn't miss their graduation day!
Your Store Name
Your Address
City/State/Zip
Phone/Fax
Store Hours
Store Hours
Ship with us & **SAVE!** We **Ship** via **UPS**
Bring this coupon with you for
\$2 OFF When you ship your next package with us.
Expires 12/31/2009 1 per Customer
1 column x 5" (5 column inches)

Don't let the Holidays Leave You Frazzled...
Ship Where You Shop!
YOUR STORE NAME HERE
Your Address, City, State, Zip
PHONE/FAX Numbers
Store Hours • Store Hours
Free Package Tracking First \$100 Insurance FREE!
We Ship via **UPS**
Guaranteed Delivery or Your Money Back!
2 columns x 3" (6 column inches)

Count on Savings when you... Ship where you Shop!
FREE Package Tracking! First \$100 Insurance FREE!
YOUR STORE NAME
Your Address, City, State, Zip
PHONE/FAX Numbers
Store Hours • Store Hours
We **Ship** via **UPS**
\$2 OFF Your next package you ship with us when you bring this coupon.
Expires 12/31/2009 1 per Customer
2 columns x 3" (6 column inches)

Prices are Falling... Rake in the Savings!
We **Ship** via **UPS**
YOUR STORE NAME
Your Address
City, State, Zip
PHONE/FAX Numbers
Store Hours • Store Hours
Store Hours • Store Hours
Bring this ad for \$2 OFF the next package you ship with us!
Guaranteed Delivery or Your Money Back!
1 column x 3" (3 column inches)

The Weather Outside is Frightful!
But we make shipping delightful!
Save Time & Money When You Ship where You Shop!
\$2 OFF the Next UPS Package You Ship at Our Store
Expires in 30 days • 1 Coupon per Customer
YOUR STORE NAME HERE
Your Address, City, State, Zip
PHONE/FAX Numbers
Store Hours • Store Hours
We **Ship** via **UPS** • Free Package Tracking • First \$100 Insurance Free
3 columns x 2" (6 column inches)

Newspaper Ads

Spring is in the Air

Savings are blooming at
Your Store Name Here
 Your Address, City, State, Zip
Phone/Fax Numbers
 Store Hours
 More Store Hours or other info
 E-Mail Address



We **Ship**
Via **UPS**

Bring this coupon with you for
\$2 OFF When you ship
 your next package with us
Expires 12/31/2009 1 per Customer

2 columns x 3" (6 column inches)

April Showers Bring
Great Prices!
 When you Ship where you Shop!



Your Store Name Here
 Your Address, City, State, Zip
Phone/Fax Numbers
 Store Hours
 More Store Hours or other info
 E-Mail Address

Free Key
 with the next package
 you ship with us.
Expires 12/31/2009.

We Ship via UPS

Free Package Tracking • First \$100 Insurance Free

2 columns x 3" (6 column inches)

Ship Where You Shop • We Ship via UPS

Your Store Name Here
 Your Address, City • Phone 123-4567
 Store Hours

Free Package Tracking • First \$100 Insurance Free

2 columns x 1" (2 column inches)



Thanks Mom
 For All You Do...

Your Store Name
 Your Address
 City/State/Zip
Phone/Fax
 Store Hours
 Store Hours

Make sure her present gets there on time!

We **Ship**
Via **UPS**

Bring this coupon with you for
\$2 OFF When you ship
 your next package with us
Expires 12/31/2009 1 per Customer

1 column x 5" (5 column inches)



Can't be there?
 Make sure your gift doesn't miss their graduation day!

Your Store Name
 Your Address
 City/State/Zip
Phone/Fax
 Store Hours
 Store Hours

Ship with us & SAVE!

We **Ship**
Via **UPS**

Bring this coupon with you for
\$2 OFF When you ship
 your next package with us
Expires 12/31/2009 1 per Customer

1 column x 5" (5 column inches)

Hey College Students!

We **Ship**
Via **UPS**

Going home for the summer?
 Car overloaded with stuff?
 We can ship it home for you!

YOUR STORE NAME
 Your Address
 City/State/Zip
Phone/Fax
 Store Hours - Store Hours

Bring this coupon with you for
\$2 OFF When you ship
 your next package with us
Expires 12/31/2009 1 per Customer


2 columns x 3" (6 column inches)

Seasonal Examples

- Built straight into your software is the easiest advertising at your disposal.
- You can create your own coupon to promote anything that you would like.
- These easily customizable coupons are printed on every single receipt for every customer that ships a package.
- These are amazing for repeat business and can even be set up to promote your primary business to your shipping customers.

Customer Receipt Coupon Maintenance and Selection

- 1) Select the category button which applies to your type of store.
- 2) Select the coupon image that you want to print on your receipts.
- 3) Select an expiration timeframe to apply to the selected coupon.
- 4) Select the 'Apply' button.



Select an Expiration Date

None in 30 Days * in 60 Days * in 90 Days *

*Applies from date receipt printed. Will show on receipt as mm/dd/yyyy

Receipt Coupons

- Built straight into the software, bag and statement stuffers are perfect tools for any retail environment.
- Customizable and easily printed right in your store, stuffers can be put into bags with each purchase to easily promote your shipping services to your established retail base.

Bag and statement stuffers

SHIP WHERE YOU SHOP!

First \$100 of Insurance is FREE
FREE Package Tracking
Guaranteed Delivery

AND SAVE!

Schnarr's Hardware

We Ship via UPS

9800 Clayton Road
St. Louis, MO 63124
314-993-0910
8AM - 6PM

\$2 Dollars Save when you ship your next UPS package at our store!

Offer expires: 12/31/16 One Coupon per Customer

- Also included in your software are easily customizable half page and full page flyers.
- You can pass these out with all of your store information on them to educate other businesses or consumers.
- Also easily posted on any kind of information wall or gathering place.

Flyers

Where Service & Quality Meet...

Schnarr's Hardware

9800 Clayton Road, St. Louis, MO, 63124

Phone: (314) 993-0910

Store Hours: Monday - Friday: 8 AM - 6 PM

Saturday: 8 AM - 6 PM, Sunday: 8 AM - 6 PM

Save Time & Money when you
SHIP *where you* **SHOP!**

SHIP
where you
SHOP!



We Ship via
UPS

Limit of one coupon
per customer per visit.

Enter your
bounce-back
information here.
Remember to make
your offers enticing to
bring customers into
your store.

Expires 12-1-18

Enter your
bounce-back
information here.
Remember to make
your offers enticing to
bring customers into
your store.

Expires 12-1-18

Enter your
bounce-back
information here.
Remember to make
your offers enticing to
bring customers into
your store.

Expires 12-1-18

Enter your
bounce-back
information here.
Remember to make
your offers enticing to
bring customers into
your store.

Expires 12-1-18

Flyer Example

- Adding a shipping tagline to existing advertising is an easy way to promote your stores shipping
- Slightly mixing up your existing advertising by adding shipping to it might just grab the attention of people who have heard or seen the advertisement before, effectively advertising both your retail and shipping at once.

Adding on to existing advertising

The tag lines below are easily “inserted” into current store advertising. Don’t miss the opportunity to plug your shipping business whenever you get the chance!

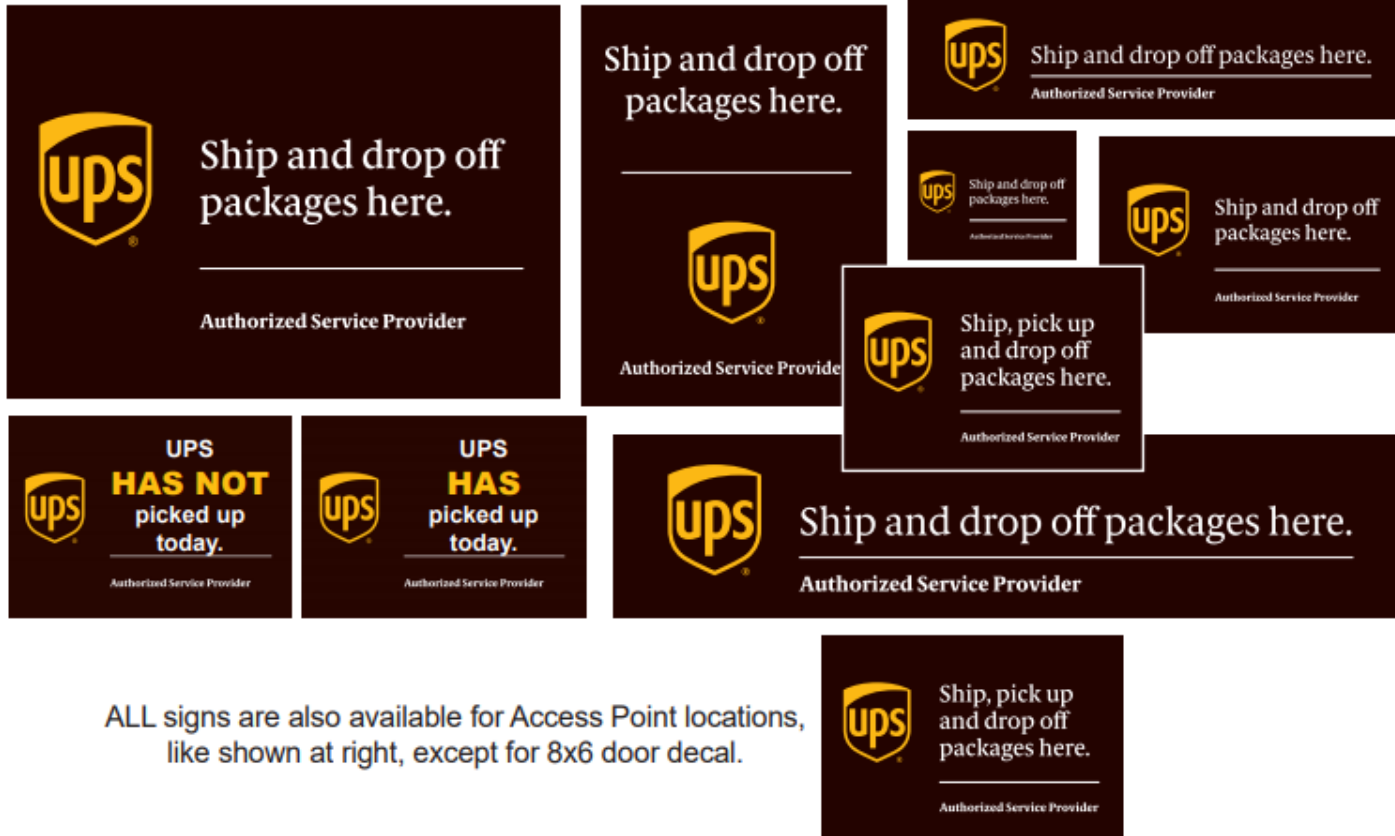
- Don’t forget - you can ship where you shop!
- We ship via UPS.
- We can now ship your packages for you!
- Mention this ad when you visit our store and receive \$1.00 OFF the next package you ship with us. We ship via UPS.
- For your convenience we’ve added a new shipping service. We ship UPS.
- Ship With Us & SAVE! Our friendly service can’t be beat. We ship via UPS.
- Visit our new shipping counter for another great service from your friends at... (Insert store name)
- We ship UPS. Free Package Tracking. Free coverage on packages with \$100 or less Declared Value.

Tagline Examples

- Getting to use eye grabbing signage with the official UPS shield logo is amazing.
- Make sure to capitalize on this opportunity by maximizing exposure to these signs.
- Banners, 4ft signs, 2ft signs, decals; there are many different kinds of signs and proper usage of them is key.
- The placement of these materials will make or break exposing your retail customers to the new shipping service that you are offering.

PEC Signage

UPS Branded Signage – Available Only to PEC Accounts



ALL signs are also available for Access Point locations, like shown at right, except for 8x6 door decal.

PEC Signs



Use of Decals

- People leave stuff behind. It happens to everyone, they forget an item while on vacation, or while visiting family, or just while passing through town.
- Letting all of your local lodging establishments know of your shipping capabilities is an amazing way to add a steady stream of shipments of them returning left behind items for their customers.
- Taking them a simple flyer with all of your information explaining why they should use your store for this service will be a great way to add a constant customer to your service.

Local lodging



TRAVEL &
LODGING 

- As a Package Express Center you will be listed on UPS.com's official locator.
- This is probably the best free advertising your store will ever receive. Because the locator is used over **13 million** times a month!
- Whenever someone searches ups.com for shipping locations your store will appear as an Authorized Shipping Provider.
- Make sure your hours and location are always updated so as not to lose customers.

Official UPS.com Locator

Find Locations

Looking for your package? [Track »](#)

Near: [Use my current location](#)

United States

Narrow your search

- Find a drop off location [?](#)
- Pay for a UPS shipping label [?](#)
- Help with packaging my shipment [?](#)

[+ See All Options](#)

[Clear Filters](#)

[Find](#)

TIP: A UPS driver can accept your package if it already has a UPS label.



Find UPS Locations on the go with SMS.

[Learn More »](#)

Locator

Find Locations

Near: [Use my current location](#)

1601 Water Ave, Selma, AL 36703

United States

[Refine Search](#)

Note: A government-issued photo ID is required when shipping or picking up a package at a UPS shipping location.

[→ Learn More](#)

Results

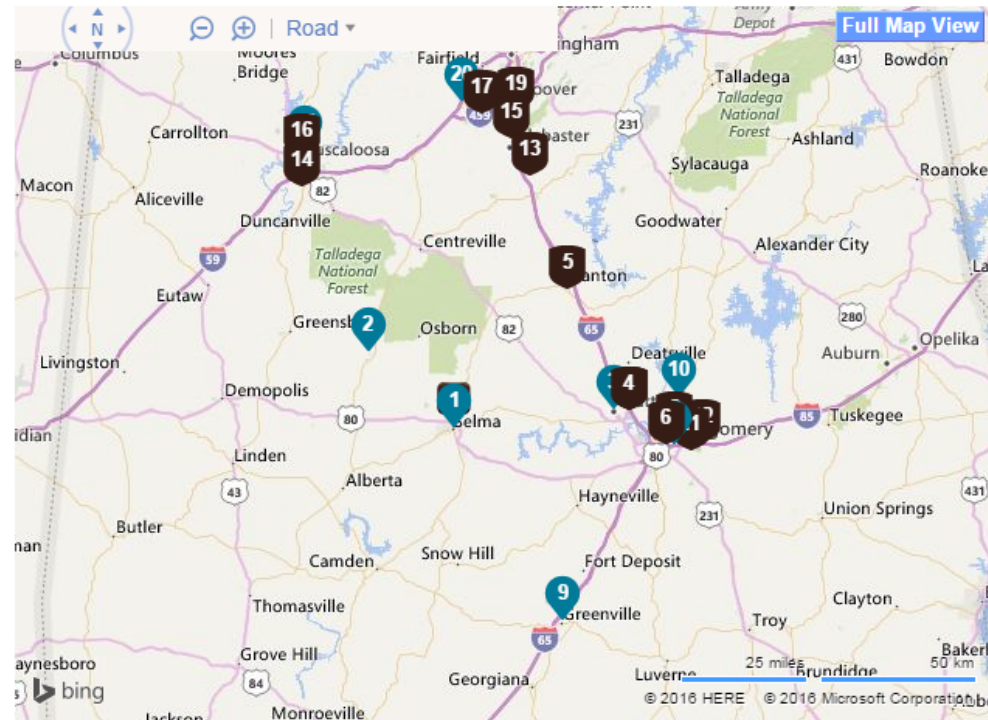
[Print Results](#)

Sort by:

1 UPS Authorized Service Providers
HOLLEY TRUE VALUE
1601 WATER AVE, SELMA, AL,
36703-3120
Tel: 334-872-9602
Closes at 5:00 PM
Latest drop off:
Ground: 4:30 PM | Air: 4:30 PM

[Directions](#)

Filters applied: The UPS Store®, Authorized Shipping Outlet*, UPS Authorized Service Providers



Example of PEC center on the UPS Locator

- Free advertisements are the best kind.
- Notify your local Chamber of Commerce.
- Notify your local paper with a press release to see if they might run a free story for you.

Notifying for free announcements



PRESS RELEASE

Contact: **Your Name Here**
Your Title Here
Store Name
Phone: (000) 123-1234
Fax: (000) 123-1234
123 Main ST.
City, State ZIP
Email: me@domain.com

PACKAGE EXPRESS CENTER, INC. ANNOUNCES ESTABLISHMENT OF NEW UPS SHIPPING SERVICE IN CITY NAME

Customers can now bring packages to ship while they shop. For many, this will be one less step to take and one less stop to make.

GREENEVILLE, TENNESSEE, 4/1/18 - Package Express Center, Inc. (PEC) today announced their new partnership with Store Name.

This new service, located within the store, has been added as a convenience for current and new customers. PEC, as the number one in-store retailing network of small package shippers, is pleased to welcome this retailer as one of the newest members of its national network of over 2,000 locations across the continental United States.

The service will provide a wide range of shipping options from UPS Ground to Air Services at competitive rates. As a UPS Commercial Counter, the store's service will also provide free package tracking and no charge coverage on packages with declared value of \$100 or less.

The state-of-the-art software provided by PEC, allows most packages to be processed for shipment via UPS in three minutes or less – much faster than processing an Internet package at home. "Ship-To" and "Ship-From" data is stored electronically making future shipments even faster and easier for returning customers.

Readers are invited to come by and receive a coupon for \$2 off their first shipment. The store is open from 8 to 8 Monday through Friday and from 8 to 12 on Sundays.

Suggested Press Release

- Just hanging your signs and calling it a day is a disservice to your store's shipping service.
- Why sign up to ship for your customers, and to generate extra revenue while increasing foot traffic for your store unless you are going to commit to promoting your new service as much as you can?
- Using all the methods laid out in this presentation will help your shipping service immeasurably.

In Conclusion
