



Your Business Mail Solution.

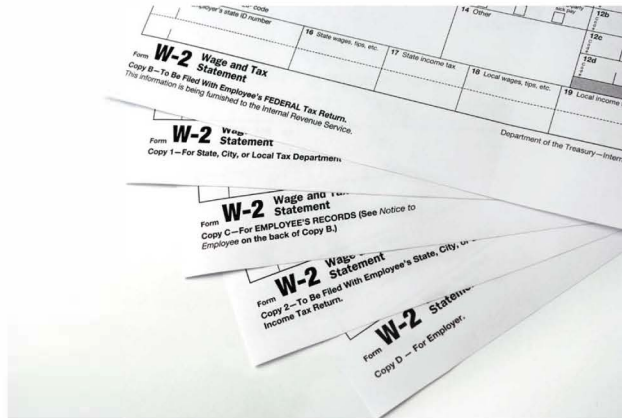
Direct Mail Marketing Tips For Tax Season

How Direct Mail Marketing
Can Benefit Your Business

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Tax Tasks Businesses Can (And Can't) Do Online



If you run a business or nonprofit, it's important to know what online services are available to you through the Social Security Administration. Here is a list of online **tax** services available to you, as well as what you can't do electronically.

File W-2s

There are three ways you can file W-2s online:

Upload Wage Reports - You can upload files using your own software if it matches the required format of the SSA (check this on the Social Security site). Additionally, by using the SSA's AccuWage test tool, you can check if your wage reports have been done correctly before you send them to Social Security. Also, you get a one-time 15-day extension for re-submitting wage data.

W-2 Online - You can complete up to 50 W-2 forms that are suitable for distribution to your employees. There is no software needed.

Note: You cannot complete more than 50.

W-2c Online- You can complete up to 25 W-2c forms and print copies that can be distributed among your employees. Again, no software is needed.

Note: You cannot complete more than 25.

Businesses can send their tax forms to **PPS in Amarillo, Lubbock and Midland**. All you have to do is send PPS the electronic data files you send to the IRS and they can auto-populate all of the information and mail out the forms, saving your business a ton of time and money.

Verify Social Security ###s

You can verify all names and Social Security numbers before you submit your W-2s by using the Social Security Number Verification Service.

Note: This service cannot be used to verify the Social Security numbers of potential employees or contractors.

Electronic Data Transfer

Federal and State agencies may use this as an alternative to online filing. Annual wage data can be transferred directly to Social Security via a dedicated circuit connection. You can participate in this program through special arrangement with the SSA. For more information, read the Electronic Data Transfer Guide.

Getting Started

To get started with using Social Security services online, register on the [SSA's Business Services Online website](#) and complete the required information. You will get assigned a User ID and then select your own password. Once you have your User ID and password, return to the BSO website and login. From there, select 'Report Wages to Social Security' and follow the instructions.

VariVerge For Data Security

PPS's sister company, [VariVerge](#), is a source to turn to for secure, high-speed statement printing and mailing services. By outsourcing your statement printing and mailing to PPS and VariVerge, you're guaranteed the highest degree of data security and prompt delivery. VariVerge also creates custom statement designs that represent your brand.

Direct Mail Marketing Tips For Tax Season



For businesses, tax season brings with it the opportunity to streamline marketing efforts and increase profits. People often use tax return money to make big purchases that aren't otherwise in their budgets.

This is the ideal time for companies to spend a little extra effort and resources on marketing in order to bring in those customers whose money is burning a hole in their pockets.

How Can Businesses Maximize Their Direct Mail Campaigns During Tax Season?

In the era of social media and digital marketing, direct mail is still an effective promotional technique – when done correctly. Here are three tips that will help you get the most out of your tax season direct mail marketing efforts.

1. Include a discount - People are inundated with information in today's world. In a mailbox full of bills and ads, your direct mail piece must bring something of value to the table in order to stand out. And a discount is just the ticket, since consumers love a good deal. Do a little research to learn what your competitors are offering, and then take it a step further.

2. Utilize variable data - Variable data printing (VDP) can be changed piece to piece, depending on your goals for the campaign. Consider using VDP to include recipients' names to direct mail pieces. This adds a personal touch to your marketing efforts and has a bigger impact on potential customers.

3. Take advantage of VariVerge - PPS' sister company, **VariVerge**, specializes in secure, high-volume mail runs. It offers businesses secure, fast statement printing and mailing services, and provides you with a complete confirmation report.

Direct mail is as effective as ever, as long as you know what you're doing. Don't miss the opportunity that tax season brings to focus on and maximize your direct mail practices.

3 Campaigns To Get The Word Out About Your Tax Services



Taxes, and the process of filing, isn't a particularly fun activity for most people, thus they often put it off to **the last minute**. But the number of complicated tax returns is on the rise, and if you are an owner of a tax services firm, you'll want to get a piece of that pie.

Letting people know about your services is the tricky part, but we have a solution for you. Believe it or not, direct mailers are the most effective way to reach the masses in terms of advertising your tax services. There are three types of mailer campaigns that are very effective at targeting particular demographics.

New Customers

Before tax season is in full-swing, begin a mailer campaign that targets new customers in your general area. The campaign should offer savings, priority appointments, or other perks. By offering new customers a perk to work with you, you'll be able to garner their attention and bring them in your door.

New customers are the first demographic you should focus on during your mailer campaign, and such mailers should be sent out early in the tax season to entice clients who prefer to finish up their taxes long before the deadline.

The Lost Customer

Customer turnover is a huge issue in all service-based industries, but in the tax business, those lost customers aren't really lost. Think about it, most people don't visit their tax provider more than once a year. Because of this, they can be easily swayed to a different competitor, but all you have to do is refresh their memory to get them back. Check your database for customers who have worked with you in the past but didn't return for the 2014 tax season. Target them with a mailer campaign that lets them know you've missed them; jog their memory about your service.

Let Procrastinators Know You're Still There

There is a large portion of clients who wait to the last minute to get their taxes done. The procrastinators are those who put off their hunt for a service provider until the last few weeks prior to the deadline. Target the procrastinator with last minute mailers. This is a great way to reach customers you worked with last year, but have yet to file with your business.

3 Ways To Cut Costs During Tax Season



Tax season can be quite daunting for business owners and entrepreneurs. The thought of handing over a big chunk of your hard-earned money to the government likely makes you cringe. In this article, we explain how to save money while doing taxes.

How Can You Cut Costs During Tax Season?

There's no way to get around the fact that if you own a business or run an organization, **taxes must be paid**. But with certain purposeful actions, you can cut back on the amount of money your business owes the government. Here are a few money-saving ideas to consider at tax time.

Don't be afraid to negotiate. Often, cities charge more taxes on businesses that are newly established. If this is you — or if you feel that your tax rate is unreasonably high for other reasons — go to your local city hall and ask what similar businesses are paying. Officials may be willing to negotiate your rate in order to keep an expanding business in the area.

Remember to deduct. All those little expenses you incur on a daily basis may be tax deductible. For instance, if you regularly drive to meet with clients, your mileage qualifies as a deduction. Additionally, if you work from home, you can deduct things like your mortgage or internet bill.

Maximize paperwork efficiency. Working with a specialty business like PPS to print and mail W2 forms is a sure way to save money during tax season. It's much more cost-effective than hiring a temp or using existing staff to manage this mega paperwork load.

What Is VariVerge And How Can It Protect Data During Tax Season?



VariVerge is PPS' sister company specializing in high-speed secure printing and mailing services. Various industries rely on VariVerge to print financial statements and other sensitive documents – tax statements, jury notices, utility bills, and medical billing statements.

What Makes VariVerge Special?

VariVerge brings decades of experience to help clients keep data secure, while minimizing mailing costs and maximizing response rates. They can do everything from set-up to confirmation.

VariVerge offers secure data transfer and encrypted data storage. This protects client data and keeps it secure through the entire printing process. The company processes the data, prints the documents, folds them, inserts them into envelopes, and mails them out, usually within 24 to 48 hours of receipt of the data. They also offer custom document design, which allows clients to select the exact look their own customers see when opening the mailing.

What Benefits Does VariVerge Bring Customers?

Many clients find they gain certain benefits from outsourcing their high-security printing needs to a company like VariVerge:

It takes less time. Many clients find the process of sending out bills and statements time-consuming. With VariVerge, printing, processing and mailing takes less than 48 hours.

It saves on postage and overhead.

VariVerge is in the business of printing and mailing. They have the equipment and trained personnel to make it happen efficiently. Plus, they can offer discounted mailing rates.

It allows clients to focus on their core business. Why spend all your time with administrative tasks? Outsource your printing and mailing needs, then concentrate on what you do best.

It offers custom designs. VariVerge customers love the fact they can completely customize the design of their statements and billing. It allows them to keep their branding consistent.

It provides quality and security checkpoints.

The entire printing and mailing process has built-in quality and security checks. If anything is not found to meet specifications, it is examined and corrected.

PPS and VariVerge help clients with their secure statement and printing needs.

4 Security Tips For CPAs During Tax Season



One of the fastest growing areas of identity theft is related to tax returns and other tax-related information. CPAs and their clients need to be aware of this growing risk and take action to prevent it from happening. Here are some security tips CPAs can use to keep client data secure year round.

Secure All Electronic Communications

A lot of business between accountants and their clients is done electronically these days. Whether it is through email, phone calls, or text messages, hackers are learning new ways of capturing sensitive electronic data and using it to steal identities.

Keep all electronic communications secure. This starts with making sure all information exchanged on your website is secured with HTTPS. Emails should never contain sensitive information in an open text format.

Client phone calls should be made in the privacy of the office where prying ears cannot hear. Fax machines should be kept in an area not easily accessed by outsiders.

Mask SSNs When Possible

Many tax-related documents contain a person's social security number (SSN) as a unique identifier. However, this is a huge vulnerability for the client if those documents fall into the wrong hands. Unless the document must be filed with the IRS, do not print the full SSN on any document. All documents that must have the full SSN on them should be handled with the highest security.

Provide A Secure Method For Data Exchange

If your office accepts downloads from client accounting software packages, you need to provide a secure method for data exchange. Using encryption keys is one option. Providing access to a secure FTP site is another.

Work With A Security-Minded Printer For Statements And Forms

If your office handles a large number of clients, you probably don't have the capacity to print, fold and mail out hundreds or thousands of forms and statements each month, especially during tax season. Outsourcing that function to an outside printing company just makes sense. But don't go with just anyone.

You need a printer who can handle high-security print jobs. They offer secure data exchange options and use the latest technology to keep that information secure. They offer high-speed secure printing and mailing services to accountants, tax offices, and other financial institutions. This eliminates the need for your office staff to do this labor-intensive work and frees them up to handle other parts of their jobs.

Direct Mail Marketing Can Work For You

PPS can save your business time and money, help you engage tax clients, and keep your clients' and employees' data secure through our design, print and mailing services.

[Start Your Campaign Now](#)