

Speech Organization For Maintaining The Marketing Of Postal Services In The United States

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Postal services serve many audiences, including households, businesses, government agencies, nonprofit organizations, online sellers, election officials, and customers who need to send documents or packages. The original assignment asks how a persuasive speech should be organized to maintain the marketing of postal services in the United States. It identifies postal customers as the target audience and selects the advantage-disadvantage organizational pattern. That structure remains appropriate because the speaker wants to acknowledge the limitations of physical mail while persuading listeners that postal services still provide benefits that digital communication cannot completely replace.

The speech should not claim that postal mail is superior for every message. Text messages, email, social media, and video calls are faster for many forms of communication. Persuasion becomes more credible when the speaker admits this reality and then explains the circumstances in which postal services provide formality, physical presence, universal reach, documentation, marketing impact, security options, and delivery of actual goods. The advantage-disadvantage pattern allows the audience to compare these values with slower delivery and other limitations before reaching a reasoned conclusion.

Target Audience

The original essay identifies customers of postal services as the primary audience because their choices determine the use and financial health of the mailing system. This group is broad, so the speech should address several customer needs. Individual customers may send greeting cards, legal papers, returns, gifts, and personal packages. Small businesses may need invoices, catalogs, direct-mail advertising, product delivery, and customer returns. Public institutions use mail for ballots, notices, licenses, benefits information, and communication with people who may not have dependable internet access.

A persuasive speech must recognize that different audience members evaluate value differently. A customer sending an urgent contract cares about speed, proof, and security. A local business advertising a new service cares about reaching households at a manageable cost. A family sending a handwritten card values personal meaning. The speaker should therefore avoid one general claim and show how postal services solve several types of problems.

Purpose of the Speech

The immediate purpose is to maintain or increase customers' willingness to use postal services despite competition from electronic communication and private delivery companies. The larger purpose is to remind the audience that a postal network is both a commercial service and public infrastructure. It connects urban and rural addresses, supports commerce, and provides a physical channel of communication when digital access is unavailable or inappropriate.

The thesis of the speech can be stated clearly: Although postal communication is slower than instant electronic messaging, customers should continue using postal services when they need formal presentation, physical delivery, broad reach, documentary evidence, targeted marketing, or secure mailing options. This thesis permits the speaker to acknowledge a disadvantage without weakening the central recommendation.

Why the Advantage–Disadvantage Pattern Fits the Topic

The original essay chooses the advantage–disadvantage organizational pattern because the audience already knows that alternatives exist. A speech organized only as praise may sound like advertising and ignore obvious problems. The comparative pattern allows the speaker to address the audience's likely questions: Why should I mail something when I can send an email? Is physical mail affordable? How long will delivery take? Does the service provide proof or tracking? Can direct mail still attract attention?

The speech should not manipulate the pattern by presenting several weak advantages and hiding important disadvantages. Ethical persuasion requires accurate comparison. The speaker can devote more time to benefits because the purpose is persuasive, but the disadvantage section should be real and followed by practical responses. A clear organization might include an introduction, three or four advantages, the main disadvantages, methods for choosing an appropriate service, and a call to action.

Introduction and Attention Getter

The speech can begin by asking the audience to remember the difference between receiving a routine email and receiving a personally addressed letter or package. Both carry information, but the physical item occupies space, can be signed, saved, displayed, transferred, or presented as evidence. Another opening could describe a small business trying to reach local households whose social-media feeds are crowded with thousands of digital messages.

After gaining attention, the speaker should establish relevance. Postal customers make choices among email, messaging, private couriers, and USPS services every day. Selecting the wrong channel can waste money or reduce impact. The speech will help them decide when physical mail offers greater value. The thesis and preview should then introduce the advantage-disadvantage pattern openly.

Advantage One: Formality and Physical Presence

The first advantage identified in the original essay is formality. Postal communication can distinguish official, ceremonial, or personal messages from casual digital exchanges. A printed letter with a clear address, date, signature, and physical format may communicate seriousness. Invitations, certificates, contracts, condolence letters, thank-you notes, and official notices often gain meaning from their material presentation.

Physical presence also supports memory. Digital messages may be deleted, buried in an inbox, or ignored as spam. A well-designed mailpiece can remain on a desk or refrigerator and be shared with another person. This quality makes mail useful for both personal relationships and marketing. The speaker should not argue that an envelope is automatically more credible than an email; fraudulent physical mail also exists. The advantage lies in the sender's ability to create a tangible and appropriately formatted communication.

Advantage Two: Comprehensive and Documented Communication

The original essay argues that postal letters can contain comprehensive information rather than fragmented messages. A mailed packet can include forms, return envelopes, instructions, brochures, photographs, or signed originals in one organized presentation. For complex communication, this can reduce the confusion created by several short messages across different platforms.

Some postal services also provide proof of mailing, tracking, signature confirmation, return receipts, insurance, or registered handling. These options can be important when the sender needs evidence that an item was mailed or delivered. The precise service must be selected carefully because not every extra service is available with every mail class. The speech should explain the benefit without promising legal proof beyond what the chosen service actually provides.

Advantage Three: Universal Reach and Inclusion

Postal service reaches physical addresses throughout the United States and helps connect communities that may have uneven digital access. Email requires an account, device, electricity,

internet connection, and sufficient digital skill. Physical mail can reach people who do not use a particular platform or whose contact information is unknown except for an address.

This universal reach is important for government communication, public-health information, voting materials, bills, and community notices. It is also valuable to businesses that want to reach a defined geographic area. The postal network therefore supports inclusion as well as convenience. The speaker can emphasize that physical mail and digital communication should complement one another rather than compete as mutually exclusive systems.

Advantage Four: Marketing Value

The original assignment concerns maintaining the marketing of postal services, so direct-mail applications should receive substantial attention. USPS Marketing Mail can be used for advertising, flyers, circulars, newsletters, catalogs, and qualifying small parcels when volume requirements and mailing standards are met. Businesses can target geographic areas, customer lists, or previous buyers and combine a printed message with a website, QR code, coupon, or store visit. (United States Postal Service, “USPS Marketing Mail,” 2026)

Direct mail may stand out because digital advertising environments are crowded. A physical catalog or postcard gives the customer a different form of interaction. It can display products, communicate an offer, and remain available after the first viewing. Effectiveness depends on list quality, design, relevance, timing, and a clear call to action. The speech should avoid claiming that postal advertising always outperforms digital advertising. Its persuasive point is that mail adds another channel and can reach customers who ignore or never receive digital promotions.

Advantage Five: Delivery of Goods

Electronic communication can transmit information, but it cannot physically deliver medicine, books, merchandise, gifts, replacement parts, or returned products. The growth of online commerce has made package delivery a central part of postal value. Small businesses can sell beyond their immediate location and use the postal network to reach customers.

This advantage changes the speech from a defense of old-fashioned letters into an argument about modern commerce. Postal services are not limited to replacing email. They connect digital ordering with physical fulfillment. Tracking, pickup, return services, and several classes of package delivery help customers match speed and price with the item being sent.

Advantage Six: Affordability

The original essay describes postal services as cheap compared with communication sent in small expensive portions. Affordability depends on the item, service class, distance, weight, speed, and available alternatives. A stamped letter is generally a low-cost method of sending a physical document across the country. Commercial and marketing mail can offer lower per-piece prices when mailers meet preparation and volume requirements. Flat-rate and ground services may be useful for some packages, while another carrier may be less expensive in other circumstances.

The speech should therefore describe postal service as offering a range of prices rather than claiming it is always cheapest. Customers can compare urgency, tracking, insurance, dimensions, and destination. The persuasive advantage is flexibility: a message that does not require overnight delivery can use an economical option, while urgent material can use a faster premium service.

Main Disadvantage: Speed

The original essay identifies slow delivery as the principal disadvantage. Digital messages can arrive almost instantly, while physical processing and transportation require time. Weather, incorrect addresses, high seasonal volume, transportation disruption, and distance can create delays. For urgent conversation, emergency information, or rapidly changing plans, ordinary postal mail may be the wrong channel.

A persuasive speech should admit this limitation directly. The response is not to pretend that every postal service is fast. Customers should match the service with the deadline. Priority Mail Express, Priority Mail, First-Class Mail, USPS Ground Advantage, and other services have different purposes and standards. Electronic communication can also be used alongside physical delivery—for example, sending a digital notice that an original document or package has been mailed. (United States Postal Service, “Priority Mail and Extra Services,” 2026)

Other Disadvantages

Postal communication uses paper, packaging, vehicles, facilities, and energy. Poorly targeted advertising can create waste and annoy recipients. Addresses can be outdated, and undeliverable mail increases cost. Physical items can be lost, damaged, or stolen, though tracking, packaging, and insurance may reduce risk. Prices can also change as transportation and labor costs change.

These disadvantages should guide better use rather than complete rejection. Businesses can maintain accurate lists, reduce unnecessary material, use recyclable packaging, test campaigns, and select suitable services. Customers can package items carefully, use correct addresses, and purchase added protection when the value justifies it.

Speech Outline

I. Introduction

The speaker begins with a comparison between an overlooked digital message and a meaningful physical letter or package. The speaker then explains that customers face more communication choices than ever and states the thesis that postal services remain valuable for formal, physical, documented, inclusive, and commercial communication.

II. Advantages

The speech develops the advantages in a logical order: formality and physical presence; comprehensive and documented communication; universal reach; marketing impact; package delivery; and affordable options. Each point should include one practical example rather than only a general claim.

III. Disadvantages

The speaker acknowledges slower delivery, possible loss or damage, environmental cost, and the risk of poorly targeted mail. This section establishes credibility and prepares the audience for guidance on selecting the correct channel.

IV. Response and Choice

The speaker explains that customers should use email or messaging for immediate conversation, ordinary mail for low-cost physical documents, premium services for urgent or important items, and marketing mail for qualified campaigns. The decision depends on purpose rather than loyalty to one channel.

V. Conclusion and Call to Action

The conclusion repeats that the postal network remains useful because digital communication cannot provide every physical and public function. The call to action asks customers to identify one upcoming communication, shipment, or marketing need and compare the available USPS service instead of assuming that physical mail is obsolete.

Ethical Persuasion

The original essay suggests giving many advantages and limiting disadvantages because the speech is persuasive. A better ethical approach is to give greater emphasis to genuine advantages while presenting disadvantages honestly. Audiences are more likely to trust a speaker who recognizes their experience. A customer who has encountered delay will reject a speech claiming postal service has no speed problem.

Evidence should also match the claim. The speaker should not use research about breastfeeding attitudes or entrepreneurial role models as support for postal marketing, as the original reference list does. Sources should concern speech organization, USPS services, direct mail, universal service, customer communication, and marketing effectiveness.

Conclusion

The advantage-disadvantage pattern is an appropriate way to organize a speech promoting postal services to American customers. It allows the speaker to explain that physical mail provides formality, tangible presence, documentation, nationwide reach, direct-marketing possibilities, package delivery, and a range of price and speed options. It also allows honest recognition that postal communication is slower than electronic messaging and may involve waste, cost, or delivery risk.

The strongest persuasive message is not that customers should replace digital communication with postal mail. It is that they should choose the channel according to purpose. Postal services remain important when information or goods must exist physically, reach a broad public network, attract attention outside a digital screen, or carry evidence of mailing and delivery. A well-organized speech can maintain customer interest by presenting postal service as a modern complement to digital communication rather than a failed competitor to it. (United States Postal Service, 2020)

References

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