



# Welcome to the Neighborhood

## New Homeowners & New Movers Postcard Programs:

This year, thousands of folks are going to move into your target market; they will either rent or purchase a new home. In the first 90 days they are going to need all kinds of services - beauty, home improvement, childcare, medical & dental, etc. Successful businesses grow by being the FIRST to reach these prospects. Because they are no longer entrenched in their buying habits, it is proven that New Movers are very easy to convert from their very first visit to a long term and loyal customer.

Who are the New Homeowners and New Movers in your area? Let us provide you with that information and then help you reach out to them with our monthly postcard program.

## Why Mail to New Homeowners or New Movers In Your Target Market?

- New Homeowners have proven they have good credit as they have recently gone through the arduous process of qualifying for a new home
- New Homeowners & New Movers are going to be searching for your services. They must form relationships with businesses and service providers in their new neighborhood

## How to Get Started:

- Identify the zip codes within 3 miles around your business
- Decide if you would like to reach all New Movers or just New Homeowners
- Determine the offer you will mail to attract these potential new customers

## How to Capture Customer Data With Our State of the Art Post Analytics Program:

Getting a customer in the door is the first goal of a direct mail campaign, but knowing WHO has come is equally as important. Upon completion of your mailing, building your customer database is easy when you add the Post Analytics feature. By adding this feature, each coupon is coded with a barcode to identify the unique responder's address. We then will create a match back report with the responder's specific address, detailed demographic information and overall results of the mailing.

Prior to the first round of postcards mailing, you will receive a coupon tracking envelope. This is where you will collect and save all redeemed coupons. As we approach the end of the program, direct2you will contact you with the final expiration date. At that time, you will send the coupon tracking envelope to us and we will take care of the rest.

Please contact us for pricing, timing and any other information you need to add this proven marketing program to your annual plan.