

EASY ORDERING GUIDE: DIRECT MAIL MARKETING MADE SIMPLE

ONE STOP SHOP

Direct2You is a direct mail marketing company which provides one-stop-shop convenience! We work with you to DEVELOP your marketing programs, DESIGN your artwork and DELIVER the final postcard. We are here to help with your entire marketing process, cutting out the need for a middle man.

LET US HELP YOU DEFINE YOUR PERFECT CUSTOMER

Our main focus is to understand who your perfect guest is and define your target audience. This is achieved through our state of the art Post Analytics program! This program provides a detailed analysis describing who your guest is, their distance from your location, and which offers they are using. This will effectively help to create a loyal customer base.

PRINT, MAIL & SAVE MONEY

We work with a network of expert print vendors who produce our orders at the lowest price possible. By using multiple vendors, we can meet tight deadline schedules and avoid unnecessary price increases.

WHAT MAILING PROGRAM IS BEST FOR YOU?

WE CAN CUSTOMIZE A MAILING TO FIT YOUR MARKETING NEEDS:

Saturation Mailers: Reach every home/apartment within a defined geographic area.

Targeted Mailers: Mail only select homes with defined demographic and geographic information.

Loyalty Program: Thank your guest for responding to previous mailings. Ensure guest loyalty and increase frequency of visits.

Shell Program: Mail from pre-printed artwork which shortens your turnaround time from approval to in-home.

Welcome to the Neighborhood (New Homeowners): In the first 90 days, new homeowners are going to need all kinds of services. Your business will grow by being the FIRST to reach these new homeowners.

Laminated Cards: Increase the shelf life of your mailing with a laminated postcard that stands out in mailboxes.

DIRECT MAIL OPTIONS

Direct mail marketing is a wonderful tool to help you get in front of future and existing clients. Knowing your target audience gives you a huge advantage in aligning you with your perfect guest. Let us help you obtain all the information you need to create brand awareness and gain loyal guests.

OTHER SERVICES

Print & Ship to You • Business Cards • Bounceback Coupons • Reward Cards • Handouts • Flyers • Radio • Billboards • Outdoor Signage • Window Clings

WHAT YOU CAN EXPECT FROM DIRECT2YOU

- Expertise That Can Save You Time & Money
- Marketing Guidance
- Top Notch Customer Service
- Personalized Account Management
- Client Dedication

WHAT IS POST ANALYTICS?

By adding the Post Analytics feature to your mailing, we can determine demographic & geographic information of the responders to further advance your marketing strategy. Knowledge is power and Post Analytics gives you POWER; the power to know how and why your direct mail campaign is so successful. This is one of the best ways to identify who your perfect customer is, and more importantly, who is not.

Post Analytics Reports will detail the following responder information:

- percentage redemption by zip code & carrier route
- redemption by home address
- household demographics
- distance traveled
- total number of redeemed coupons & percentage response by offer
- multiple coupon offer redemption breakout per household
- length of residence

Track and Analyze your Mailing to Grow your Business!

SUBMITTING AN ORDER

STEP 1

Determine In-Home Date

STEP 2

Plan Budget & Choose Offers

STEP 3

Call or Email Us!

Customer Service is Our #1 Priority

We take great pride in providing the best possible customer service in the industry. It is important for us to build long-lasting relationships. Our mission is to help our clients better understand their specific and unique business needs. We can effectively help you grow your business, leaving you time to focus on your success!

Your **SUCCESS** is truly our **SUCCESS**.



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