

# the scoop

## Marketing Strategies for Summer!

May 2018



School is almost out and it's just about time for us to start enjoying summer. Let us handle the details of your marketing campaign so you can get out there and enjoy it!

### Back to School Planning

As your marketing partner, let us help you plan and execute a successful back to school mailer. Here is a look at this year's timeline. Stay ahead of the game and take advantage of our discounted pricing!

- Order Forms Due: 6/4/18
- Final Art/Data Approval Due: 6/11/18
- Payment Due: 6/14/18
- Mail Date: 7/5/18

FIRST AVAILABLE Estimated In-Home Delivery Window: 7/9/18 - 7/13/18

*\*We recommend reaching homes approximately 3-4 weeks prior to the first day of school*

### We now have approved MLB templates!

Let us know if you would like to include the Supercuts/MLB logo on the artwork for your next postcard mailer.

ASK US HOW YOU CAN SAVE ON THE **POST ANALYTICS** FEATURE FOR YOUR NEXT **GRAND OPENING!**

*Let the team of experts at direct2you help you grow this summer!*

### Special Dates to Remember:

Father's Day: June 17<sup>th</sup>

Graduation: May & June

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*Marketing/Mailing strategies and special custom quotes.*

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*Production questions (timelines, production dates, printing issues, etc.) and questions on how to set up a SOLO mailer.*

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*Marketing planning, budget planning, outdoor signage, TV/radio/billboard, etc.*

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*Questions about production, our Post Analytics program And receiving samples.*