

Grow Your Business With Birthday Postcards



the
**Direct Mail
EXPERTS**

Celebrate your customers with a
**Personalized Birthday
Message**
on every postcard!

ATTRACT NEW CUSTOMERS

Stand out from the crowd and find new customers each month with special offers for their birthday.

RETAIN EXISTING CUSTOMERS

Create loyalty with existing customers with a reward for their special day.

BUILD BRAND AWARENESS

Showcase your business and build positive connections to your brand each month.

INCREASE SALES

Acquire and track new business in your ideal customer demographic.



"In the first four months, we generated \$17,000 in revenue from a \$1,600 investment. We are super pleased with the fantastic ROI!"

DICK O'GORMAN - **Owner**, IVY Restaurant

**91% OF ALL
CONSUMERS USE
PAPER COUPONS**

- VALASSIS, 2020 -



O: 630-945-3869



thedirectmailexperts.com



info@thedirectmailexperts.com

Features

EXCEPTIONAL, FULL COLOR PRINTING

State-of-the-art full color, digital printing to project the highest possible image for your business.

FULLY CUSTOMIZABLE

We'll work with you to develop a gift offer, layout and artwork that best reflect your business and brand.

PERSONALIZED

Each Birthday postcard is personalized with the recipient's name to grab attention.

LARGE FORMAT

We offer beautiful, upscale artwork design on an oversized 6" x 9" postcard that stands out in the mail and gets noticed.

SELECT YOUR PERFECT TARGET AUDIENCE

Customize your mailing area by zip code with your ideal customer demographic.

- Age • Income • Gender • Marital Status
- Ethnicity • Housing Type • Home Value

TRACKABLE RESULTS

The recipient's name & address are printed within each coupon for ease of tracking. As the offers are redeemed, you'll know how the program is working.

CALL & BARCODE TRACKING

Add call or barcode tracking for even more response data. Identify who called or redeemed your offer, the total ticket for each sale, and more. ROI analysis made easy!

Pricing

SET-UP FEE \$140 one-time fee covers custom, upscale card design artwork and proof.

RATE Includes postage, printing both sides full color, personalization, glossy coat, birthday mailing list, demographic selects, addressing, sorting and distribution throughout the U.S.

QUANTITY Flexible – cap the distribution where you like, subject to the minimum of 400 Birthday postcards per month.

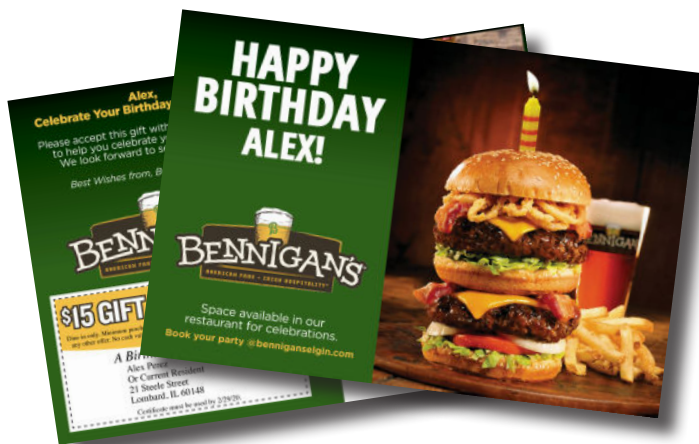
PARTICIPATION 12-month minimum.

TIMING Birthday postcards are in-home near the first of each month.



IT'S EASY TO GET STARTED

Pay-as-you-go monthly
Flexible quantities
Turnkey service
Low set-up fee



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