

Acquire Loyal Customers With New Mover Postcards



Grab attention with a
**Personalized Welcome
Message**
on every postcard!

ATTRACT NEW CUSTOMERS

New homeowners spend over \$10,000 for their new home within the first year. Capture their attention with special new mover offers.

CREATE LONG-TERM CLIENTS

90% of new movers are open to trying new brands. Be the first to reach them and earn their loyalty.

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.



"We have been running our New Homeowner postcard with The Direct Mail Experts for over three years. Each month, we generate new revenue for our Window Fashion Showrooms throughout Chicagoland and bring in new clients. We're very pleased with the results and plan to continue working with Sharon and her team."

WILLIAM BARTHOLOMEW - Marketing Director, JC Licht

**80% OF NEW
MOVERS
REDEEM COUPONS
BEFORE, DURING, AND
AFTER THE MOVE**

- PORCH GROUP -



O: 630-945-3869



thedirectmailexperts.com



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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 an offer, layout and artwork that best reflect your business and brand.

PERSONALIZED

Each New Mover 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 • 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, New Mover 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 New Mover postcards per month.

PARTICIPATION 12-month minimum.

TIMING New Mover 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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