

# Why Direct Mail?

## How to Advertise to New Homeowners

Technology offers many new ways of marketing products and services, but traditional marketing methods such as direct mail, coupons, and exclusive deals are still driving business to your door.

For the new homeowner, who's computer is often still packed away in the moving box along with their dishes and towels, direct mail may be the only way to put something into their hands about what your business has to offer.

According to a new study by Baltimore-based Vertis Communications, throughout the last decade 85% of women ages 25-44 continue to read printed direct mail marketing pieces, despite the influx of electronically generated advertisements (email and internet).

Furthermore, the Vertis study indicates marketers increase their direct mail campaigns effectiveness by offering target consumers exclusive deals and coupons. 72% percent of surveyed adults said they have replied to direct mail containing a "buy one, get one free" offer.

As for percentage discounts on merchandise, 63% of all adults claimed to have have responded to direct mail offerings, up from 54% in 2005.

For the new homeowner – undergoing a crucial transition in their life -- *direct mail advertising may be the most effective way to make them aware of what your business has to offer.*

Realize who we're mailing to!

So...who is the new homeowner?

The new homeowner is in the process of establishing NEW shopping and buying habits, often in a new community or neighborhood. And because they are new to the area, it is unlikely these new potential customers will know where your business is located and they won't have any idea what you have to offer.

These *undeveloped buying habits* make the new homeowner distinctly different than the established homeowner. For example, let's say the established homeowner buys their pizza from a competitor of yours and has been since they moved in.

The only way you'll get the established homeowner's business for your pizza, is 1.) if their current pizza parlor closes or changes hands, or 2.) the product quality drops. In other words, the established resident is a tough customer to obtain because their pizza buying pattern is habitual. But the new homeowner hasn't bought pizza from anywhere – yet. This crucial marketing strategy is how ChamberMail helps you reach the new homeowner *first* – before your competition.

**Make your offer stronger than usual!**

While getting to the new homeowner first is a key component in attracting business from the new homeowner, it is not the only message that will attract their business. You need to offer these homeowners something powerful enough for them react to your advertisement.

Back to the pizza parlor: Let's say you normally offer \$2.00 off your pizza to established residents through a coupon program, and so do all your competitors. By offering \$2.00 off to the NEW homeowner, how are you positioning yourself ahead of the competition? Don't do what everyone else does on your offer – beat out the competition for this important new business.

Remember, new homeowners are trying your product for the first time, and you only have one chance to make a good first impression. Offer them a FREE pizza for the first time. If your product and service is good, they'll keep coming back, and you've gained a customer for life.

In other words, *make the offer stand out!* You'll end up with customers for life and your competition will have fight to get these now-established customers from you!

#### Quick Tips: For Direct Mail

- Differentiate your offer from that of your competition.
- Use vibrant colors to stand out on the page.
- List all your contact info including your web address.
- Utilize a simple tracking method for response measurement.
- Be direct and simple in your text; less is often better.
- Create an exciting offer that will convince the new homeowner it's worth trying.