

# FACT:

Approximately **1 in 5** Americans move each year. Because of these statistics, a business will stand to lose approximately **20%** of their customer base due to the mobility of the American public.



ZIP  
mailer  
samples



← maps

Personalization

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*away*  
**YOU'RE TOO BUSY TO READ THIS BROCHURE...**

But you need new customers.

Sound Familiar?

- Your business has dropped off recently,
- A new competitor has moved into town,
- You simply need a steadier flow of activity.



**3 BRIEF** points on how ZIP Marketing will help you 

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#1

# WHAT TO DO.

How do you continue to attract new customers as old customers move out of the area? The best way is to get the attention of the NEW movers right after they arrive, encouraging them to try your product or service before they go elsewhere.

**New movers are far more likely to try new products and services since they are in a state of major transition.**

These new movers want to establish a new set of business relationships and get back into a routine in their new home. Your job is to get to them first — before your competition does.

# A Great Offer

ZIP Marketing helps you create the perfect offer for this new audience — A Housewarming Gift.

**The nice part about this offer is that it is a GIFT and not a coupon.**

This "Welcome to the Neighborhood" package is immediately perceived as something of value by recipients because it is personalized and is sent to them as a solo mailer — not part of a magazine, coupon book or marriage mail program. New movers will appreciate this gift as well as the opportunity to try your business or service.



# Compelling Design

**ZIP Marketing lets you personalize a full color solo mailer on quality paper stock that commands attention.**

A quality design also gives your business a professional edge and puts you a step up on your competition. Best of all, through the use of laser printing technology, ZIP Marketing provides this quality look at a competitive price.

#3

# OK, HOW MUCH?

Each month, for as little as \$250.00, ZIP Marketing will provide list, design, printing and postage with full color mailers just like those shown in this brochure.

**Is a new customer worth this small investment?**

Let's look...

Customer Lifetime Value Chart		Example: Nick's Pizza
A	Typical customer sale/visit	\$25.00
B	Number of visits per year	30
C	Amount spent per year (AxB)	\$750.00
D	Typical customer lifetime in years	x 7
E	Customer lifetime \$ spent (CxD)	<b>\$5250.00</b>

If Nick gives away a pizza to get just one new customer from his monthly mailing, he will NET a \$5,000.00 loyal customer (\$5,250.00 less \$250.00 mailer cost).

Is the lifetime value of one new customer worth a free pizza, oil change or haircut? **You decide.**

**Call us today to jump-start your business.**



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# HOW TO DO IT... #2

The most successful direct mail campaigns consists of 3 elements: **Audience, Offer and Design**

# The Right Audience

ZIP Marketing provides the most accurate new resident database in the country. Each month we get 1.5 - 2 million new resident names nationwide. ZIP Marketing targets only those new moves in geographical proximity to your store or business. You select the radius or specific zip codes that you want to reach. Every month your mail is sent to NEW residents in your exact marketing area.

In addition, ZIP Marketing offers demographic overlays like:

- Household Income
- Presence of Children
- Home or Apartment

These overlays allow your business to tailor a message even more closely to your typical customer's characteristics.