



NEW MOVERS, A DIRECT MAIL PROGRAM

"There are new 'New Movers' moving every day."

- Fresh, Unique Data • Real-time Leads •
- Quick, Concise Communication • Targeted Effort •

www.speckmediainc.com

What is a New Mover?

“New Movers” are those who recently moved to a new area.

THE STRATEGY...

- Use our Precise System of the freshest data to determine a New Mover.
- Get into the New Movers mailbox within the first few weeks of their move with the right call-to-action and coupon offered.
- Follow up immediately with a second offer.
- Move on. They are only new to an area for so long...



Target Your Effort...

Our unique data is compiled with highly variable content from over 20 sources which results in real-time leads. The outcome is direct communication with only those New Movers in an area.

Each address determined to be a New Mover by our Precise System will receive a total of two mailings. One weekly mailing for two weeks, only. That's it. This allows you to send out a great value offer with an effective call-to-action to only those addresses with the highest potential for response.



Direct Mail will bring New Movers in your door

- 73% of consumers prefer direct mail for brand communications
- 34% of new customers respond to businesses as a result of direct mail
- 80% of direct mail messages are read or skimmed
- Direct mail response rates range between 2-6.5%



Examples



How it Works...

1. We gather new mover data from all possible sources
2. We compare all of the sources to give you the most accurate list possible
3. We translate your delivery boundaries into carrier routes for accuracy
4. You set your own monthly budget
5. Our weekly mailings ensure you will be the first in your target market's mailbox
6. Monthly report of mailings available



Value Customers...

Most companies lose 20-40% of their business yearly as about 40 million people move within the US each year. These New Movers can make up for the lost business. Your new customers are completely new to your area. And we've found that if you are the first to reach them, they become 5x more likely to be your long-term customer.



Ready & Willing to spend

- New movers spend between \$5,000 - \$9,000 before and after a move
- 80% of new movers redeem coupons from merchants before, during, and after their move
- 60% of new movers change their service provider
- 42% of new movers upgrade services



Set Your Own Budget...

Your postcard goes out to all New Mover addresses until you hit the weekly maximum-spend budget you select. When this amount is reached, your offering will be on hold, until the next week when the budget resets. This gives you total control over the cost of your direct mail piece.



Each New Movers Program postcard costs \$1.00 per piece with usable, customer supplied artwork. Basic or Complex Composition or Design is available at an additional charge. The weekly spend-minimum is \$100.00.

Keep In Mind

When thinking about your maximum spend budget, generally, a single store location advertising to New Movers in a 3-mile radius will produce about 100-300 addresses each week, depending on the population density of your area.



What's Next???

Get in touch! We look forward to helping you grow your business. Take advantage of this time-sensitive opportunity today.

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