



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

We've got you **COVERED**
 All your creative needs under one umbrella

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 www.speckmediainc.com

DESIGN
 PRINT
 EMAIL
 WEBSITE
 PROMOTIONAL

Speck Media Inc.
 323 West Cromwell, Suite 108
 Fresno, CA 93711

Jon Polosky
 9365 N. Garden Ave.
 Fresno, CA 93720

Redemption Code: sv15930

GET A **FREE** STARBUCK'S
 GIFT CARD AND/OR
30% OFF
 YOUR FIRST ORDER!
 SEE REVERSE SIDE FOR MORE DETAILS.

PSBRT ST
 US
 POSTAGE
 PAID
 FRESNO, CA
 PERMIT #

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 559-412-4520

GIVE US AN OPPORTUNITY TO QUOTE YOUR NEXT PROJECT &
 WE'LL GIVE YOU A **\$10 STARBUCK'S™ GIFT CARD!***

SIMPLY SCAN THE QR CODE WITH YOUR
 SMARTPHONE OR LOG ONTO
WWW.SPECKMEDIAINC.COM/SVOFFER.HTML
 FILL OUT THE SHORT FORM AND
 CLICK SUBMIT. IT'S THAT EASY!

30% OFF
 YOUR FIRST ORDER!*

DESIGN
 PRINT
 EMAIL
 WEBSITE
 DIRECT MAIL
 PROMOTIONAL

For personal service, our top account executive lives in your community!
janet.church@speckmediainc.net
 559-244-9462

facebook icon

CHECK OUT WHAT PEOPLE ARE SAYING ABOUT US!
www.speckmediainc.com/testimonials.html

*Limit 1 Starbucks gift card per redemption code. Redemption code located below address on reverse side. Place your first order with us and get **30% OFF** up to \$100. Offer valid through June 30th, 2013. Offer may be used on print, design, digital media or promotional products. Offer excludes postage and freight. May not be combined with any other offers or orders.

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***FREE \$10 STARBUCK'S™ GIFT CARD**
 IN ADDITION
GET 30% OFF
 YOUR 1ST ORDER!

DESIGN
 PRINT
 DIRECT MAIL
 PROMOTIONAL
 EMAIL CAMPAIGNS
 WEBSITE CREATION / HOSTING

SUCCESS

FREE \$10 STARBUCK'S™ GIFT CARD!*

Give us an opportunity to quote your next project and we'll give you a \$10 Starbucks gift card.
*Limit 1 Starbucks gift card per redemption code. Redemption code located below address on reverse side.

SIMPLY SCAN THE QR CODE WITH YOUR
 SMARTPHONE OR LOG ONTO
WWW.SPECKMEDIAINC.COM/SVOFFER.HTML
 FILL OUT THE SHORT FORM AND CLICK SUBMIT.
 IT'S THAT EASY!

PLACE THE ORDER AND PUT UP TO **\$100** IN YOUR POCKET.
*Place your first order with us and get **30% OFF** up to \$100. Offer valid through June 30th, 2013. Offer may be used on print, design, digital media or promotional products. Offer excludes postage and freight. May not be combined with any other offers or orders.

For personal service, our top account executive lives in your community!
janet.church@speckmediainc.net
 559-412-4520

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CHECK OUT WHAT PEOPLE ARE SAYING ABOUT US!
www.speckmediainc.com/testimonials.html

Size: 9.625" x 5.5"
 Paper: 100# Gloss Cover
 Color: 4/4

5.5"

9.625"

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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