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Unlocking the Secrets to a Successful Mailing List Campaign

The secret? There is no secret! Mailing to New Homeowners is the simplest, easiest, and best way to grow your business. Whether you're a church, dentist, membership director, insurance agent, lawn care or pest care pro, furniture store or whatever, New Homeowners are the way to go.

New Homeowners generally love the homes they buy, but they still want to make changes. Plus, they have the money to spend. They are in the market for new furniture, new TVs, new additions, new landscaping, new security, new lawn mowers, visiting new restaurants, new doctors and dentists, new churches, clubs, hair dressers, accountants, vets and more.

What people really don't realize is that for every family that moves in and buys a house, there's a family moving out and that move out could be one of your customers. Failure to replace lost customers with new ones will cost you your business. It's called "churn". So marketing to New Homeowners gives you the chance to reverse the churn and at the same time grow your business to new levels.

Our website tells you "why" you should market to New Homeowners and it gives you the opportunity to order the best list on the market. But now I am going to tell you the "How".

The first thing we want to do is to develop a plan. Then execute the plan, without fail, each and every month. You have to take a break from "making the candy" to "running the candy store". If you have plenty of "candy" and no one is buying then..... it's over.

Here's what you do.

1. ISOLATE YOUR MARKETING AREA

Where are your existing clients coming from? Do they come from one zip code? Two? Five? If you have a client database, analyze it. How many from each zip? Take the top 5 zips and order New Homeowners in just those areas. Don't have the time to analyze your client base? Then email us the street, city, state, and zip in excel format and we will do it for you.....Free!

2. IDENTIFY YOUR MARKET VARIABLES

Do you cater to an upscale market? Or is your business good for everyone? Do you want to market to just females or just males or married or cohabitating couples? Or families with sizable equity? Or VA loans? Or older homes? Or brand new homes? Or homes with pools? You get the idea...who is your typical customer?

3. DESIGN YOUR MAILPIECE

It could be a letter or a postcard. You can spend some time on the web using Vistaprint or going to the UPS store or Office Max. Believe or not, this is the least important part of the plan. Just make sure it looks nice with bold colors. Some of my clients have had great success with wedding invitation letters. It's your choice.

Now the most important part:

4. MAKE AN OFFER AND CALL TO ACTION

You could have the absolute best mailing piece targeting the best marketplace, but if you make a lousy offer then guess what, no response ...failure. You are trying to secure a client for the long term, trying to prove your business, trying to make a great first impression. So what do you do? **MAKE AN OFFER THEY CAN'T REFUSE!** That is the key....that is nirvana... that is your Black Friday! Keep in mind that you are mailing to a small targeted audience. It's not like mailing to the entire zip code. The big boys call it "loss leaders".

5. HAVE A GOOD WEBSITE

In the old days, people would get your mailing and either call, stop by, or save it for the future. Now, they "Check you out" by finding you on the web. If your website is deficient or just plain bad then say goodbye to a prospective client. They have to know that you are reputable.

6. BUILD YOUR PIPELINE

Make it a priority to mail each and every month. Mail on the first Monday of every month. The lightest mail deliveries are on Wednesdays and Thursdays, so you are not competing with a heavy amount of letters. If you decide on a weekly program then mail every Monday. Certain businesses like dental practices, chiropractors, CPAs, etc. find re-mailing is the key. A welcome introduction right after move-in with a follow up in 90 days has worked well.

7. WHY DIRECT MAIL? ... BECAUSE IT WORKS!!

The absolute first thing most people do when they arrive home is to check the mailbox. "Honey, I'm home...any mail today?" That phrase is used over and over again in all homes in America but the New Homeowner is more curious. They have just settled in to their brand new home... everything is exciting and they will open all of their mail.

8. OTHER MARKETING APPROACHES

Email is one way, but you will never get through the spam filters. Plus you can't get email addresses of New Homeowners. Then, there is the government's CANSPAM act that says you can't solicit via email unless you have an existing relationship (but once they come into your place of business, get that email address!). Telemarketing has seen its day with the DO NOT CALL list and the fact that most New Homeowners do not get landlines. These New Families use the internet to search for goods and services and you hope they stumble across you. But, you can **DRIVE** them to your website with your direct mail campaign.

9. OTHER LISTS

After you have had success with the New Homeowner program, we can assist you with broader mail campaigns such as Micro-targeting (mailing into postal carrier routes usually 500 homes), golfer lists, pet owners, etc.

10. FINAL NOTE

Naysayers like to say 'Postage is too expensive so I can't mail'so what's the alternative? ...a hope and a prayer? Order your New Homeowner leads today and get your plan started!