

# Advertise your business by being direct!

**Direct mail can be a cost effective way to get the phone ringing.**

## **New technology has caused**

major changes in the way consumers receive information. Marketers have adjusted their focus to online advertising through banner ads and search engine marketing. But what about the old fashioned way?

Because some marketers have turned away from sending literature through the mail, the mailbox is now less cluttered and may be ripe for your marketing message. And think about it, if you are in the house washing business, what a better way to reach your prospective customer than ending a nice brochure to their house!

Even in a digital world, many people look forward to receiving their daily mail, and sort through it immediately the day it's delivered. New mapping and printing technology has made direct mail simple with tools that can reach customers in the exact neighborhoods where you want to be working.

Consider these benefits:

### **1. It's targeted**

Mass advertising like TV, newspaper, radio, etc. can be expensive. But direct mail can focus on smaller groups who are more likely to respond to your offer, giving you more bang for your buck. Mail as few as 200 mailings for around forty cents per piece, up to 5,000 for around twenty cents per piece.\*

### **2. It's personal**

With direct mail, the address has your customers by name, speaks to them individually, and appeals to their interests. And when customers feel that you are a trusted local business, they're more likely to respond.

### **3. It's flexible**

From postcards to brochures, a wide variety of inexpensive and full color formats are available for your direct mail campaign.

### **4. It's tangible**

Direct mail allows you to physically place your message in your customers' hands and encourage interaction. Along with an engaging message, you can make an unforgettable impression by incorporating elements that actively involve the customer, like stickers, samples, and coupons.

### **5. It's measurable**

Direct mail is one of the marketing channels that give you the ability to track the success of your campaign. It's as simple as counting the inquiries you received. By tracking your results, you'll see what's working and can make adjustments to future mailings if needed.

### **6. It's easy and cost-effective**

You don't have to be a direct mail expert with a big budget to advertise with the mail. With a computer, some desktop publishing software, and a little know-how, you can create your own professional-looking mailpiece.

### **7. We can help!**

We have created an impactful brochure and postcard to get the phone ringing with house washing customers. With a little more information from you, we can print and mail to the exact neighborhoods (based on USPS mail delivery routes) for you. For more information, contact Eric at [eric@envirospec.com](mailto:eric@envirospec.com).

*\*Cost estimate only. Contact us for an exact quote.*



*Ask for free copies of "Hiring An Exterior House Washing Contractor" to distribute to potential customers in your area. They'll learn why professionals like you, supplied with safe, high quality EnviroSpec chemicals, are a homeowner's smartest choice.*