



web exclusives

All The Right Moves: The Art of Marketing to the New Mover

The welcoming of a new neighbor is one of America's most venerable and abiding traditions. The welcoming of a new neighbor is also a direct marketing goldmine.

An estimated 15% to 20% of the U.S. population moves every year. The average new mover spends eight to ten times more in his first two years in the neighborhood than his established counterpart. And new movers are far more likely to try new brands and establish new loyalties.

How can you be the first to hit them? Act fast! And remember these four points for every new mover mail campaign:

The Mailing List

Your new mover mailing list must be complete, fresh, and accurate. While most reputable list compilers guarantee a 90% deliverable rate, top suppliers guarantee up to 95%. For maximum list diversity, your list provider should draw and cross-check new mover names from multiple sources (deed registrations, new telephone connections, financial institutions, continuity clubs, publishing companies,

and similar sources).

The Creative

Your piece should welcome the customer to the area, be concise and engaging, and include a tempting introductory offer or call to action. Expect your creative source to provide the concepts, copywriting, layout, and full-service print production for your campaign. With the capacity to meld all these services, your source can substantially trim your costs and rescue you from administrative headaches.

The Lettershop

A reliable lettershop service will fold, seal, address, pre-sort, and deliver your mail to the USPS. The more consolidated the lettershop services, the faster your direct mail pieces will reach your prospect. Find a good lettershop that offers full turnkey services: data processing, CASS certification, address standardization, ZIP+4 append, and postal pre-sorting -- at the lowest postage rates available.

The Database

A well-designed database will track response rates, profile your

customer base, perform back-end analyses of your marketing programs, and keep customers coming back through ongoing loyalty programs (newsletters, birthday offers, kids' clubs, special promotions, and other efforts). The database you select should design, implement, and manage data files of all sizes and varieties, and offer enhancement services like customized profiling, modeling analysis, responder tracking, non-responder flagging, profitability reports, and merge/purge services.



ABOUT THE AUTHOR

Eric Badofsky is vice president of client services at FMP Direct Inc., a full-service marketing agency and list provider specializing in new mover and customer loyalty programs. He can be reached at (800) 995-EDGE, or by e-mail at ebadofsky@fmpdirect.com.

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info@sammag.com