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DIRECT

MARKETING TO NEW MOVERS

A STEP-BY-STEP CHECKLIST

New mover marketing is one of the best ways to keep a constant influx of new business so you can **maintain cash flow and grow your market share.**





According to the U.S. Census, each year about 15% of the population moves. If you own a business that serves a local customer base that means that up to 15% of your revenue stream is moving away. If you don't replenish this customer void on a consistent basis, your profits will go down and your business will suffer. New mover marketing is one of the best ways to keep a constant influx of new business so you can maintain cash flow and grow your market share.

Who Can Benefit from New Mover Marketing?

Another great reason to focus on new mover marketing is the fact that this particular market segment makes a lot of purchases in a short period of time, especially if they move to a different county or state. New movers need to make essential purchases for their homes and find new local service providers.

Some of the industries that can benefit from new mover marketing include:

- Retail stores
- Newspapers and other local publications
- Banks and financial service providers
- Insurance agents
- Cable and telecommunication providers
- Health clubs and day spas
- Dentists, doctors, veterinarians, and other healthcare providers
- Dry cleaners and tailors
- Restaurants, cafes, coffee shops, and bars
- Lawn care providers, house cleaners, and pet care providers
- Auto dealers and maintenance services



What New Mover Marketing Methods Work Best?

One of the most successful new mover marketing methods is direct mail. For decades, marketers have been identifying new movers and reaching them through their mailboxes because it is an affordable and effective way to communicate with this important target audience. There are number of reasons to use direct mail, but the top three are:

1. Refining your target audience - Unlike generic advertising, direct mail actually allows you to select who sees your marketing materials. This means that you don't have to spend money on impressions that are not likely to result in a sale. With direct mail you can narrow your lead list by geographic location, move date, and even dwelling type.



2. Measurable results - You can't perfect a marketing campaign if you don't know what works and what does not. Direct mail allows you to integrate tracking methods such as customized URLs or unique coupon codes so you can determine which calls to action are most effective. You can also set up A/B testing to compare campaigns and further refine your marketing approach.

3. Good return on your investment - The Direct Marketing Association estimates that the return on investment for direct mail is almost twice that for general advertising. Another survey done by Target Marketing indicates that B2C marketers cite direct mail as providing the best ROI compared to all other marketing channels.

There is a reason direct mail has grown every year since its inception: it works. If you want to reach new movers in your area, direct mail is a proven method that can provide the best return on your investment.



The New Mover Marketing Checklist



Of course, getting the best return on your investment depends on good execution. While every campaign is different, direct mail best practices have been developed over the years. Take advantage of this knowledge to optimize your own marketing strategy. The following new mover marketing checklist can help ensure that you don't miss any key steps:

- **Start with a good lead list.** This is by far the most important step. Without accurate leads, your direct mail campaign will never get off the ground. With new mover marketing it's also important to consider the time frame. You have a brief window of opportunity after a family has moved, so make sure your leads are fresh.
 - Select a lead provider that updates their databases - every day
 - Get leads that are available weeks before other providers
 - Use selects to narrow your target audience
 - Ensure that the list been certified and verified for accuracy – where are they getting their data?
 - If you plan to use a list multiple times, make sure your provider does not charge extra
 - Get an accurate list count and quote before you commit to the purchase
- **Include a great offer and call to action.** The success or failure of a direct mail campaign can hinge on the offer. If it is not compelling enough to spark action, your response rate will suffer. The call to action is equally important as it is the language that prompts a response.
 - Clearly state your offer without any catches or fine print
 - Ensure that your offer provides enough value to prompt an action



- Repeat the offer in multiple ways and in several locations on the direct mail piece
- Make it as easy as possible for the customer to perform the call to action
- **Design your direct mail pieces.** If your direct mail doesn't grab the recipient's attention, they may never even see your amazing offer. Use time-tested design tactics to increase the chances of your mail being read.
 - Make the front or outside of your mail piece visually interesting
 - Personalize the mailing address and/or letter salutation
 - Use headlines that will grab the reader's attention
 - Use bullets or other features that make it easy to read
 - Include links to your website and social media pages
 - Proofread your direct mail pieces for mistakes
 - Check for errors again
- **Have a follow-up plan.** One direct mail piece is not always enough to prompt an action. Many consumers need to see an offer at least a few times before it sinks in, so don't count on just one mailing to do the trick.
 - Send another direct mail piece or follow up with a phone call
 - Include a way to measure your response rate with custom URLs or coupon codes
 - Use A/B testing to refine your next campaign to make it better





Premier Data Direct: Your New Mover Marketing Partner

Premier Data Direct's New Mover “**Hotlist**” is **updated and available every week** with fresh, accurate new mover addresses that will give you a competitive edge. Launch a successful new mover marketing campaign – **get your offer in their hands weeks before your competitors!** Our databases are updated every day and directly from the source. All leads are also certified and verified, which means that every lead you pay for will reach the intended target. Don't wait up to six months for “new” data from other lead companies!



Be First and Beat Your Competition with Premier Data Direct!

To learn more about Premier Data Direct and how we are the fastest source in the industry for new mover listings, visit our website or call us at 866-537-DATA (3282).



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