



Local Co Op Advertising

Made Simple

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Index

How to use the power of direct marketing to increase sales without breaking the bank



Harnessing the USPS Every Door Direct Mail program



We get you in contact with YOUR target market



How it all works



An example of what it will look like



What will it cost me?



Harnessing the USPS Every Door Direct Mail program

What is the EDDM program

Find the customers that matter most.

Every Door Direct Mail - Retail™ service lets you reach every home, every address, every time. You simply pick the neighborhood you want to target, and a Postal Service™ carrier delivers your printed piece to every address while delivering the day's mail. You don't need to know the names or street addresses..

Nearly any business can take advantage of the marketing power of Every Door Direct Mail – Retail service.

- Retailers: Auto dealers, restaurants and pizzerias, pharmacies, clothing stores, furniture dealers, flower shops, coffee shops, bakeries, and more.
- Service-based businesses: Attorneys, health-care professionals, dry cleaners, home-improvement companies, real estate firms, and more.

Key Benefits

- No postage permit required
- No names or addresses needed
- Submit directly to your local post office



We get you in contact with YOUR target market

Our GIANT post cards are sent out to 10,000 local residences all within 5 miles of your business.

We can guarantee almost 100% exposure of your advertisement or offer

Direct mail will.....

- Help build traffic
- Find new customers
- Increase revenue



How It All Works

- We send out a giant post card containing approximately 16 non competing local deals
- The card is mailed to over 10,000 Columbus area residents all within 5 miles of your business filled with IRRESTIBLE offers
- You keep 100% of your sales unlike local deal sites that take between 40% and 50% of your sales
- No contracts to sign
- Most people shop within 5 miles of their homes (your target customers)





-Printed on heavy 14pt card stock-looks incredibly nice-not cheap. Coupled with incredible offers on the card makes it almost impossible to throw away. Most will hang on to this & put it up on their fridge to save the coupons.

What will it cost me? We have 3 membership levels



Silver

\$450.00 (50% dwn)

This level gets you a small ad space on our postcard
[3x2]



Gold

\$550.00 (50% dwn)

This level gets you a medium space on our postcard [4x3]



Platinum

\$650.00 (50% dwn)

This level gets you a large ad space, which is great if you want to list several offers, a menu or just want to stand out.
[5x4]

For advertising info or to place your ad contact
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