



10

MARKETING STRATEGIES

you should be doing for your business

1 Email & SMS Marketing

What is Email & SMS Marketing?

Email and SMS marketing both leverage direct one-to-one communication with your customer.

Gaining mobile and email communication access to your customer base gives you the ability to directly market to them in an ongoing cadence. This gives you the ability to stay top of mind and drive revenue and long term loyalty.

Benefits of email marketing

82% of Americans check their email daily and 61%¹ enjoy receiving promotional emails. Email marketing is time efficient and budget friendly. Email marketing nurtures customer relationships—customers like to know that they are thought of.

Email marketing continues to have the highest ROI of any marketing technique.

For every \$1 spent, email marketing generates \$38 in ROI.²

¹ Constant Contact, ² Campaign Monitor

2 Reputation Management

90% of online customers read online reviews before visiting a business.³

Over 85% of consumers trust online reviews as much as personal recommendations.⁴

³ BrightLocal, ⁴ Chatmeter

What is reputation management?

Reputation management is the practice of influencing public perception of an organization by monitoring and responding to reviews, articles postings, etc. on the internet. Reputation management is vital for local businesses in industries that receive a lot of reviews.

Benefits of reputation management

Customers are more likely to frequent a business that responds to reviews well online, both positive and negative. Responding to reviews also increases local SEO.

3 Postcard Marketing

What is postcard marketing?

Postcard marketing is using postcards to market a business or service. Postcards are great for grand openings and major promotions as well as brand awareness campaigns.

Benefits of postcard marketing

Timing can be determined, and delivery is reliable. You can use postcard mailings for generating interest with prospective clients, as well as remarketing to existing clients.

New movers spend more in their first 6 months than a typical consumer does in 3 years.



1 in 5 Americans move each year, meaning businesses lose 20% of their loyal customer base, making it critically important to acquire new customers.

79% of consumers act on direct mail immediately.



The Direct Marketing Association states that on average, direct mail gives a business a 13 to 1 return on investment.

4 New Mover Marketing

What is new mover marketing?

New mover marketing is the act of reaching new families that have moved with a piece of marketing in hopes of securing their loyalty. This kind of marketing is beneficial for businesses who are trying to build their customer base with long-term goals.

Benefits of new mover marketing

New mover marketing is an effective strategy for building a new customer network for local businesses because it focuses on those individuals and families that have changed address and are looking for businesses to fill their daily needs.

5 Social Media Marketing

What is social media marketing?

Social media marketing is the use of social media platforms to advertise to customers. It is the process of gaining traffic through social media sites to reach marketing goals.⁵

Benefits of social media marketing

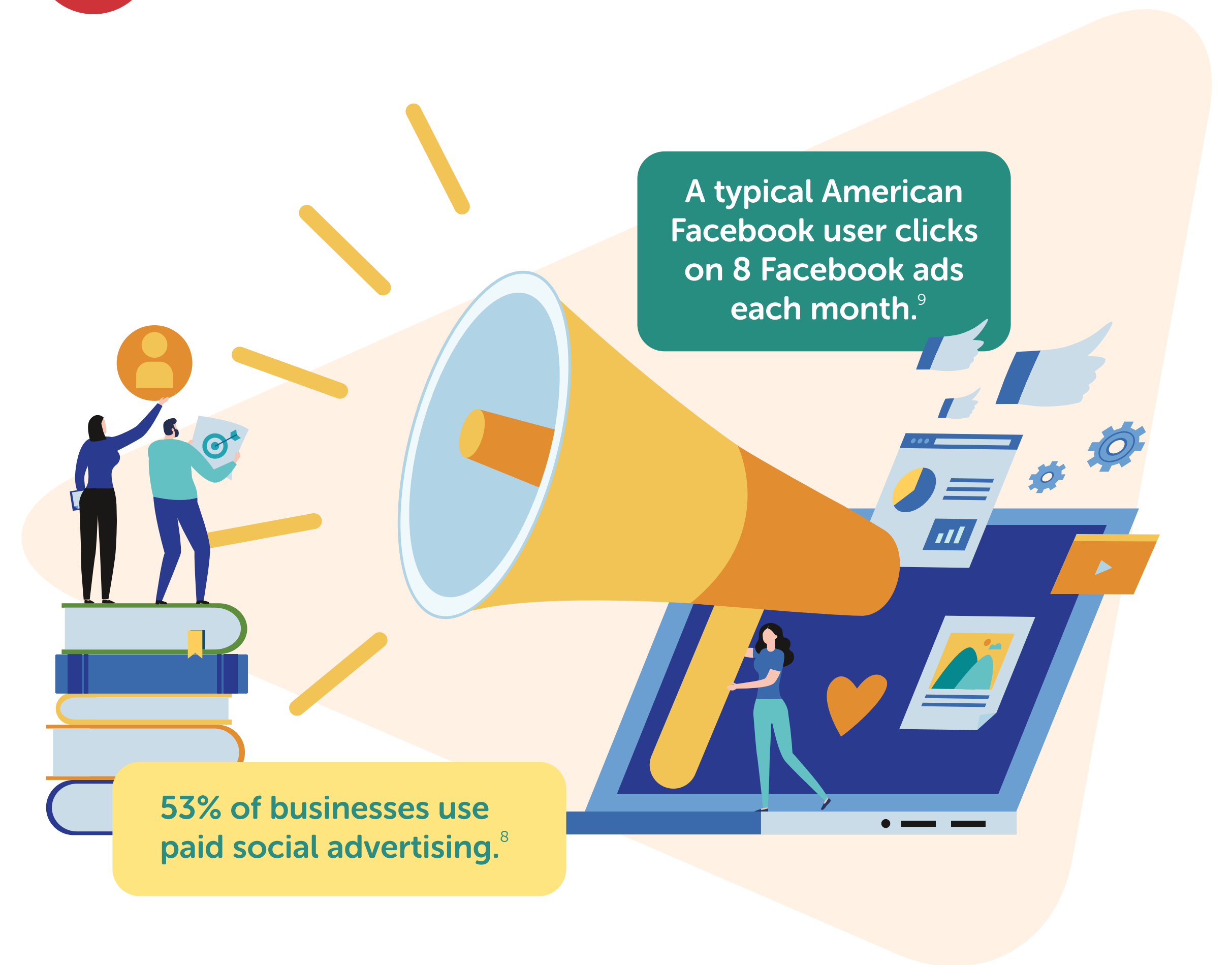
With 2.8 billion people using social media regularly, local businesses must be active where their customers are. Social media marketing aids in sales, leads, brand awareness and much more.

83% of people in the US have a social media account.⁶



⁵ Search Engine Land, ⁶ Hootsuite, ⁷ HubSpot

6 Paid Social Marketing



What is paid social marketing?

Paid social is the process of paying to display your messaging and/or advertisements in various ad formats (e.g. Video, Text, Images) within a given social network to users segmented by specific demographics (e.g. Age, Gender, Location, Interests).

Benefits of paid social marketing

The primary benefit of utilizing paid social is to broadcast messaging to a larger audience who may not have seen advertising organically.

⁸ Hootsuite, ⁹ Ibid

7 Search Engine Marketing

What is search engine marketing?

Search engine marketing (SEM) is the process of generating website traffic via paid ads.

Benefits of search engine marketing

The biggest benefit of SEM is the ability to reach top placement on the search engines for a given set of keywords almost immediately (as early as same day of campaign launch).



8 Search Engine Optimization

What is search engine optimization?

Search engine optimization, or SEO, is the process of optimizing your website to increase visibility on online and mobile search engines like Google and Microsoft Bing.

Benefits of search engine optimization

SEO has become the new word of mouth marketing in our digital age, putting pressure on local business owners to stay in the know on how to optimize their web presence for organic growth.

¹⁰ Serpwatch, ¹¹ Ibid, ¹² BrightLocal, ¹³ Nectafy

9 Video Marketing

What is video marketing?

Video marketing can be defined as promoting your brand, products or services with engaging video content.

Benefits of video marketing

Authentic video content benefits local businesses in many ways, including increasing SEO presence and placement on social media platforms like Facebook and Instagram.

The average user spends 88% more time on a website with video.¹⁵

88% of video marketers are satisfied with the ROI of their video marketing efforts on social media.¹⁴



¹⁴ Animoto, ¹⁵ Forbes

10 Every Door Direct Mail

At 37%, oversized envelopes have the greatest household return on investment over other mediums (followed by postcards and letter-sized envelopes at 29%).¹⁶



For every \$167 spent of direct mail in the US, marketers sell \$2095 in goods.¹⁷

What is every door direct mail?

Every door direct mail (EDDM) is a delivery method used by the US Postal Service for direct mail. With a variety of formats, businesses can send catalogs, calendars, maps or promotions to a specific geographic audience.

Benefits of every door direct mail

EDDM is optimal for a business to reach everyone in a specific geography and carrier route.

¹⁶ Direct Marketing Association, ¹⁷ Print is Big

From digital marketing to direct mail, Welcomemat offers comprehensive marketing strategies to local businesses across the country. If your business is interested in taking your marketing to the next level, reach out today at

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New Mover Direct Mail Marketing
Local Email & Social Media Marketing
Audience-Matching Jumbo Postcards

