

Celebration Mailers



SPECIAL OCCASION & NEIGHBORHOOD RADIUS MAILERS

A positive and
unique way
to market your
business!



Special Occasion Direct Mail Experts



BIRTHDAYS

Our Birthday program is a unique way to remember consumers on their special day!



NEW MOVERS

Our New Mover program is a great way to attract new customers into your business!



NEIGHBORHOOD RADIUS

Send postcards to the surrounding neighbors before, during and/or after your jobs are completed.



Helping Your Business Make an Emotional Connection



NEW CUSTOMERS
CURRENT CUSTOMERS
PAST CUSTOMERS

*We make sure
they are all
remembered on
their birthday
with a special gift
certificate from you!*





BIRTHDAYS

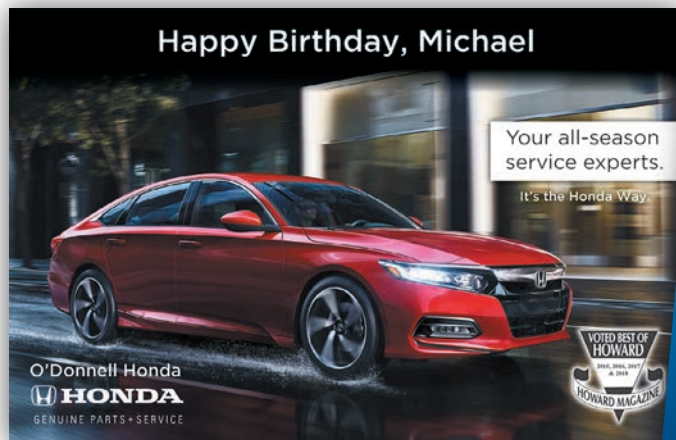
**Differentiate Your Business
and Help Celebrate
Their Special Day!**



**Build Customer Relationships
and
Gain Competitive Advantage**

Every month thousands of consumers will be celebrating their birthday right in your area.

At Celebration Mailers, we can help you identify those consumers and invite them into your business in a special way.



Reach a new audience each month.

People love being remembered on their special day.

Over 70% of birthdays ages 21 & over go out with groups of 4 or more people.

Even in today's budget-focused economy, birthdays are still first for dining out over Mother's Day and Valentine's Day.

The National Restaurant Assoc. says that 7 out of 10 consumers dine out for their special day and the average consumer chooses a restaurant 3.0-3.7 miles from their home.

People love receiving complimentary gift certificates from local businesses.

You have the ability to differentiate your business from hundreds of competitors by sending out a personalized gift certificate for their special day.

A Happy Customer is the Best Business Strategy



Attract New Customers

Reward Current Customers

Bring Back Past Customers

At the beginning of every month, your two-sided full color, glossy postcard will be mailed with a personal birthday message and special gift certificate from you to those consumers celebrating a birthday within a few mile radius, enticing them to visit your business.



personal

Personalized direct mail is one of the strongest ways to market your business



A personal birthday message with the recipient's name on the front and back of every card.

Your company's logo featured on the front and back of every card.

Recipient's name and address in every special gift certificate.



Inviting

Sincere Message

A sincere birthday note from you or your team, invites the consumer to come visit your business.



Enticing Gift Certificate

We recommend a gift with no strings attached so the consumer knows this is not a coupon but a special gift for their special day.



We suggest a 90-day expiration date to give the birthday person plenty of time to use the gift certificate and also create a sense of urgency.

colorful

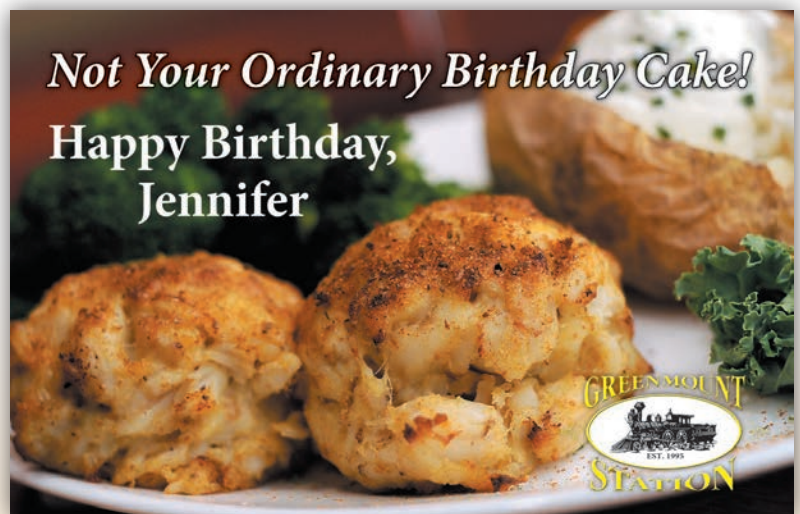
You have colorful choices for the front of your card.

Choose from birthday images such as cakes, candles, gifts

OR

you can use a picture related to your business such as your restaurant's favorite dish or any special image.

We will design your postcard from start to finish!



targeted

Specially selected demographics & geography
specific to your consumers



Demographics

We have four favorite demos which include gender, age range, income level & dwelling type.

Geography

We can target by radius (3-5 miles from your business), specific zip codes for larger areas or businesses that have multiple locations or even custom by rural & carrier route.

Example

Females • Ages 35-65 • Single Family & Apartments
\$75,000 + Income • Targeting the Birthday Month

trackable

Unique 2D barcode system for tracking results

Save the cards consumers bring in and we will scan them to determine your ROI and consumer "sweet spot".

Generated reports give information on gender, age, income and other critical data that will help identify your best customers.

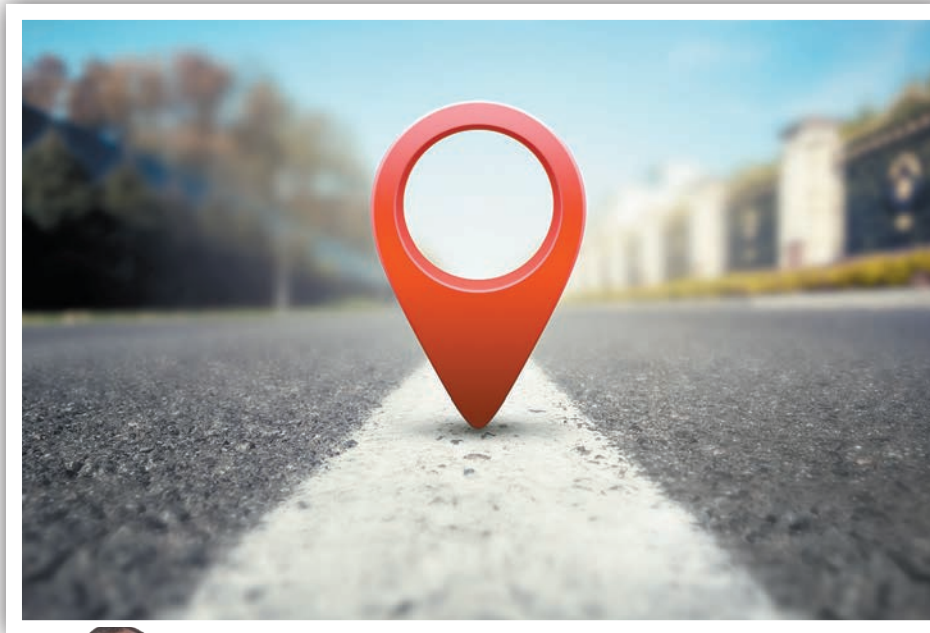
Write the purchase amount on the certificate or attached the receipt for a more detailed ROI analysis.

Bonus: You can even use these reports to create your own customer database!



accurate

Comprehensive Consumer Database



We reach individuals at their home address. Our consumer database is updated monthly and is compiled from over 100 different sources that include public records, real property data, transactional data and more.

“

Celebration Mailers is a great way to reward loyal customers and attract new customers. We have been using this program for the last four and a half years and have averaged between 20% and 25% redemption. Customer feedback has been extremely positive throughout the years, which is one of several reasons why we plan to continue the program indefinitely.

Chris Richards
Owner, Greenmount Station





NEW MOVERS

Be the First to
Reach Your
New Neighbors!



Welcome
to the
Neighborhood,
Smith
family!

Paradiso
RISTORANTE



*A personalized,
“welcome-to-the-neighborhood”
card with a sincere welcome gift offer,
mailed to all your
new neighbors each month.*



Over 40 million people move in the U.S. each year
70% to 90% of new move-ins are families new to the area
(United States Postal Service)

The majority of new movers are 18-34 years old
80% try new products and services from local businesses
New movers spend more on goods and services in their first
six months

More likely to become loyal and regular customers
People moving into a neighborhood spend an average of
\$9,400 on establishing their new house as home
(2015 Epsilon study)

“

We have been advertising for over two years and have seen great success with both the **New Mover** and **Birthday** programs. **New Movers** is bringing in many new customers to our restaurant each month. With the **Birthday** program, we are seeing larger groups of 4 or more people coming in. I highly recommend Celebration Mailers to any business that is looking for new customers and a way to get past customers back who have not been in for a long time.

Brent Lockard
Owner, Blue Hill Tavern





NEIGHBORHOOD RADIUS

Turn One Customer into More
Around Specific Job Sites or
Target Neighborhoods

EXCLUSIVE NEIGHBORHOOD DISCOUNTS FOR DAVID

We are sending these exclusive neighborhood discounts to only the closest homes surrounding our project. Over our many years in the home improvement industry we have learned that there is no better customer than a referral or one generated by word of mouth from seeing our actual work. These exclusive offers are being provided because our hope is that one satisfied customer will turn into many.





Roofing • Siding • Windows • Doors

With Peak, you don't pay a single dollar until the job is complete and you are 100% satisfied. With a guarantee like that, why trust anyone else?

\$0 MONEY DOWN, \$0 PAYMENTS & \$0 INTEREST UNTIL 2022

Call today for your **FREE ESTIMATE**

Peak
Fully licensed, bonded & insured • MHIC #132406
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Install now. Pay later. Guaranteed forever.

And, we encourage you to take a look at our recent Siding project at 14715 Harrisville Rd.




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\$2,000 OFF
Roofing or Siding Replacement
(On replacement of 500 sq ft of roofing or siding. Offer not valid on new construction. Offer is limited to one offer per customer. Excludes gutters, downspouts, and other accessories. Offer good through 12/31/2021. See website for details.

\$250 OFF
PER Window or Door Replaced
(On 4 windows or 1 door. Offer good through 12/31/2021. See website for details.

\$0 MONEY DOWN, \$0 PAYMENTS & \$0 INTEREST UNTIL 2022

David Smith
1234 River Road
Owings Mills, MD 21117-0000

*Send postcards before,
during and/or after
your jobs are completed*



Happy customers often refer their neighbors making these leads "warm referrals" rather than "cold leads"

Save time and money by having multiple jobs in the same neighborhoods

First Class postage for quick delivery

Get laser focused with marketing by neighborhood or zip code to reach your best prospects

“

We have been advertising with Celebration Mailers since the beginning of the **Neighborhood Radius** card program and have not missed a deadline. Each deadline we send many new addresses to target and get as much referral business in neighborhoods where we have recently completed jobs. In addition to that, we also mail the same existing addresses a second and third time. Through the radius program we have been able to gain additional business in the neighborhoods we have targeted. I highly recommend this program to any home improvement company.

Jonathan Salibrici
Owner, Peak Custom Remodeling

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David Smith
at our recent job
at 14715 Harrisville Rd.




\$2,000 OFF
Roofing or Siding Replacement
(min replacement of 800 sq ft of roofing or siding)
Does not apply to insurance claims. Cannot be combined with other offers. Previous estimates given or existing contracts. Must be presented at initial visit or estimate. Restrictions may apply. Expires 12/31/22.

\$250 OFF
PER Window or Door Replaced
(min 4 windows or 1 door)
Does not apply to insurance claims. Cannot be combined with other offers. Previous estimates given or existing contracts. Must be presented at initial visit or estimate. Restrictions may apply. Expires 12/31/22.

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Guaranteed forever.

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PRESORTED
FIRST CLASS MAIL
US POSTAGE
PAID
MERRIFIELD, VA
PERMIT NO. 2229

Low Maintenance, Turn-Key Service

We do it all, so you can focus on your business!

- Customized design
- Full color printing front & back
- Large 5.5" x 8.5" format
- Personalized with the recipient's name
- Mailing list license
- Demographic selects
- Precision mapping
- Addressing
- Paid postage through the USPS
- Measurable results with 2D barcode tracking system



Reach a new audience each month!

No need to redesign your ad...
a new month means new recipients