

# Direct Mail

A customized plastic postcard campaign proven to win back lost customers and attract new customers to your shop, every week.



## Key benefits



**Guaranteed impression:** 6" x 4" premium ultra high gloss postcards – impossible to miss in the mail!



**Maximize ROI:** Up to 10x better response than typical mailers. Get an average \$11 return for every \$1 spent\*. Double the results: every postcard has two integrated, break away gift cards that fit in a wallet/ purse. Mailed weekly for a steady flow of new customers (postage and printing included)



**100% customized design:** Artwork & messaging that matches the look and feel of your business



**Track & measure:** Our agency partner DripDrop will work with you to decide on the offers you want to feature and can easily include a bar code that will work with your POS system



**Hyper-targeted:** Sent only to households around your business that YOU want to target – e.g. new residents or specific car make owners. Optimized lists to help ensure you reach only new and lost customers

## How to join:



Please sign up via SYNC or contact DripDrop marketing: Kaitlyn Connolly; office: (702) 763-3747, email: [kaitlyn@dripdropmarketing.com](mailto:kaitlyn@dripdropmarketing.com)

DripDrop Marketing is your best bet for generating new clients. They use a hard plastic postcard that comes in the mail, rather than the cheap flimsy paper postcard.

We've had tremendous success with it. We've been doing mailers since we've opened our doors, and this is the best one we've seen yet.

*Joe Benza, VP of Marketing*

\*revenue generated versus total cost of campaign, measured across Castrol customers using DripDrop in 2024/2025 where data was available

