

## TARGETED MAIL PROGRAMS

Whether mailing to a specific business, new movers in the neighborhood or an individual patron address from your POS system, our targeted mailing programs can help you reach the ideal, and very best customers in your area, helping you to save money on printing and postage.



**The average lifespan of an email is 17 seconds, compared to direct mail's average lifespan of 17 days.**

(Go Inspire Group, 2018)

### BUSINESS PROGRAM

Connecting to nearby offices and organizations can ensure your restaurant is busy throughout the day. Our program puts your direct mail piece in the hands of decision makers at local businesses. Promote lunch specials or catering items for office lunches, meetings and parties.

#### Our Business Mailing Approach

- Use a unique mailing list to increase your lunch or catering business
- Target any zip code or delivery radius
- Get in front of multiple decision makers to increase your chances
- Select general offices or get specific by choosing segments like health, automotive or legal services

### DATABASE PROGRAM

Using your market analysis report, we can identify mailing solutions that help you reach your marketing objectives. Utilizing patron address information in your POS, we can target areas with high market share or target your customer base. We will also track your direct mail responses and reveal your ROI for each mailing.

#### Database Mailing Approach

There are three kinds of customers, and therefore, three different direct mail offer strategies to make sure they keep your pizzeria top of mind for repeat traffic.

## NEW MOVER PROGRAM

People who have recently moved are looking for their new favorite pizza restaurant as soon as they arrive. The New Mover Program is another targeted approach that allows you to be the first in welcoming new customers to the neighborhood. Make contact while they are still unpacking and reap the rewards of their loyalty for life!

**10%**

Americans who move each year

(U.S. Census Bureau, 2019)

**69%**

New movers who strongly agree or agree that they enjoy checking the mailbox for postal mail

(Epsilon, 2016)

**60%**

New movers who have eaten at a casual sit-down restaurant near their home that they had never eaten at before

(Epsilon, 2016)

### DIRECT MAIL OFFER STRATEGIES

FREQUENT CUSTOMERS	LAZY CUSTOMERS	LOST CUSTOMERS
Keep them engaged and generating repeat business by offering online rewards	For customers who haven't ordered from you recently, try a combination deal to get them to re-engage	Target customers who haven't ordered in the last 6 months with a more attractive deal

**Catering is now a \$60 billion industry, and it's growing 6% year over year.**

(Technomic, 6 Ways to Grow a Catering Program, 2019)



**"I LOVE USING GRANDE SOLUTIONS @ WORK. THEY DO A GREAT JOB WITH THE MENU AND THEY'RE REALLY GOOD AT DIRECT MAIL. IT'S REALLY EFFECTIVE."**

Joel Mills  
Piesanos Stone Fired Pizza  
100-Percenter since 2009