

New Resident Marketing Bulletin for Pizza Restaurants

What do these Pizza brands know, that you don't?



9,700 Stores



3,800 Stores



13,700 Stores



3,500 Stores

30,700+ Outlets Total

Here's What They Know:

They know that the average pizza consumer views their brand as a "safe" choice. Not necessarily the "best" pizza, but a relatively consistent pizza from store-to-store, state-to-state, city-to-city.

They know that their national presence, combined with their store counts and massive advertising budgets gives them a "top of mind awareness" that most independents can only dream of.

They know that when a new customer moves into your trading area, they are more likely to revert to a "safe" choice (after all, the national chain was in their old town, too) than to take a risk and try an independent like you in their new town /city /state.

Think Your Pizza is Better?

Savvy pizza operators know that they must stimulate "trial" to convince a new resident that their product is better. Since pizza really is all about the product...the sooner you can get your product in front of a new resident, the more likely you are to counter national and local competition.

! — Win The "David vs. Goliath" Battle... Market to New Residents!

1. 93% of new residents consume pizza in the first 30 days in their new home.
2. New residents are the lifeblood of every business. This is because:
 - Every business experiences "churn"... the loss of both satisfied and unsatisfied customers over time.
 - Competitors and substitute products are always competing for the Pizzeria customer and dollars.

New Homeowners and New Movers = a steady stream of new customers.

3. New Homeowners and New Movers are "customers looking for businesses". They want to be loyal, long term customers in their new community. They like "local", but are risk averse... they knew and trusted merchants in their "old" surroundings, but might not know (or trust) anyone in their new setting. They are looking to establish lifetime relationships with new providers in their new surroundings.
4. They can be targeted. In the case of New Movers, geographic targeting is easy. Looking for a more upscale consumer to build your gourmet pizza business??? New Homeowners can be demographically targeted by home type and home value... just when they are in the market for a new pizza provider.



Call 1-888-582-0101 or visit www.new-biz-now.com for details.

AFFORDABLE • TRACKABLE • GUARANTEED

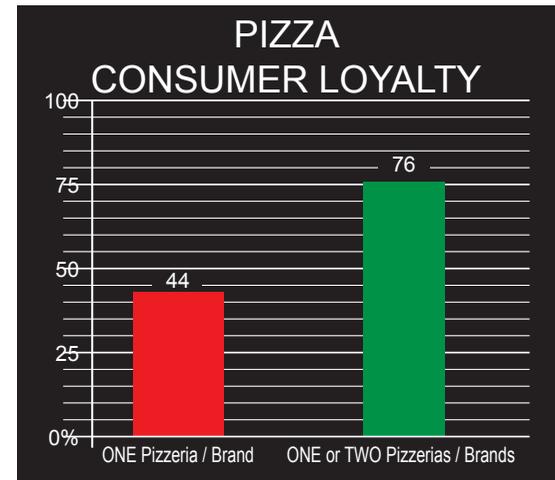
! — Why Early Contact Is Important!

Pizza Consumer Purchase Behavior:

44% become loyal to ONE Pizzeria / Brand

76% become loyal to ONE or TWO Pizzerias / Brands

- These two demographics total 76% of pizza consumers, and tend to place more importance on quality and consistency of product vs. price. After a “sample” period is conducted, 76% of new residents will choose a favorite pizza or two. This process is literally a “trial and error” random sampling process that could take years to complete. Why not give them your sample when they first move in?



? — When Should I Market to New Residents?

Right When They Move Into Your Trading Area, Of Course!

Our firm offers two options in terms of the timing of your new homeowner offer:

- **Weekly**...we are one of the only firms in the US capable of securing and acting on new homeowner data weekly. The benefit? You can be assured that your offer gets there first... well ahead of competition.
- **Monthly**...if your offer is not urgent or time-sensitive...we also offer a monthly mailing option. The benefit? It costs less than weekly mailings, but still delivers a high quality message to a qualified audience.

? — What Should My “Offer” Be?

Your signature product...of course! Put your best foot forward and give your newest, best customer a meaningful sample of your pizza, calzone, or sandwich. Give them a **FREE, no strings attached**, absolutely no-risk way to try your product. If it's as good as you think it is...they'll be back again and again. (and, they'll be willing to pay full price!)



? — How Many New Residents Are There In My Area?

The number actually varies quite a bit depending on overall population density in your area, and there is also some seasonal variance in parts of the U.S... for the actual numbers in your trading area give us a call at **1-888-582-0101**.



? — What Kind of Response Should I Expect?

It is not uncommon for our clients to experience a 20-30% response rate. This flies in the face of “normal” direct mail response rates, where a ½ of 1% response rate is average, and a 3% response rate is considered wildly successful.

Our Certificate & Letter mailings have a 7X higher response rate than typical postcards, and they cost nowhere near 7X as much. It's the biggest no-brainer in direct mail.

? — Why Such a Great Response?

In all candor, we get a great response because of flawless execution.

- **We have a great list.** We have used the same data provider since 1994. This resource is normally only available to mega marketers, but we are able to provide it to you affordably.
- **The right customer is targeted.** You select the zip code(s), the type of residence (eg single family and / or condo), home value, etc. This means we are mailing only to prime, demographically qualified candidates in your trading area.
- **We write compelling copy.** We know what works. Our writers and graphics team work together to be sure your offer is timely, attractive, and action-oriented. The result... a steady stream of NEW customers to your store(s).
- **Totally turn-key process.** Because this is our business...our only business... we focus on getting your mailings out on-time, every time, without fail. This means that potential customers receive your offer exactly when they are in the market.
- **Proven Certificate / Letter Format** – this commanding 8 ½ x 14 full color document containing a warm, welcoming Letter from you and an authentic high-value Certificate, both designed to encourage recipients to visit your establishment by a specific date.



The Certificate / Letter format is a time-tested direct mail tool that outperforms a postcard mailing 7:1. That's right... seven times better than a postcard! (and it doesn't cost anywhere near 7x as much as a postcard)

= **Flawless Execution** – some merchants feel they can handle a direct mail program on their own. In reality, it never becomes a top priority. *You have a business to run.* Our programs work well because we have a system that works! We do all of the work, we do it predictably, on time and on budget. Getting professional looking direct mail pieces printed, inserted, and mailed on time, every time is a key part of our success.

? — Why Continually Adding to Your Customer Base Is Critical?

16% of your *satisfied customers* leave your business every year. That's right. You lose your best customers 52 weeks of the year. Why? Life happens. People die, get married, divorced, accept a promotion in another city, etc.

So...if you start the year with 100 satisfied customers, you will more than likely have 84 or 85 remaining at the end of the year. To get from 84 or 85 *back to where you started* requires almost a 20% increase in your customer base!

That's why it makes sense to be in the market for new customers every day.

Our programs turn new residents into new customers.

Proven, Powerful High-Value Direct Mail To Build Your Pizza Business

Large 8 1/2 x 14 full color format allows for a full-sized letter and a check-like Certificate for a professional appearance

1 Expiration date creates a sense of urgency, drives redemption.

2 Unique serial # prevents duplication, protects against fraud.

3 Disclaimer prevents stacking of offers.

4 Certificate and letter are fully personalized to the recipient (no "Occupant" or "New Homeowner At" language).

5 Letter with warm, compelling copy from the owner

6 Your signature adds a personal feel

7 High value offer stimulates trial, changes brand purchase decision

8 Micro-perforated to allow easy separation and redemption of your certificate

9 Your Store(s), Address(es), and Phone(s) prominently featured

10 Mailed in a high-quality envelope with a real stamp (not an indicia). Looks like high value mail

11 Full size #10 security envelope (not a window envelope) with full, personalized laser-sharp address adds credibility which means your offer will be opened and seen.





Professional, Turnkey Marketing For Less!

Why pay our competitors up to 25% more, when we offer a better, more professional looking product for less?

How do we offer Top Quality at a Lower Price?

1. We keep our overhead low.
 - Ø No Sales Commissions paid to telemarketers.
 - Ø No billing through food service firms like Sysco.
 - Ø No expensive full-page ads in pizza trade magazines.
2. We require a commitment from you.
 - By entering into a six month minimum service agreement with our customers, we are able to spend more time on operating efficiently.
3. We use state-of-the-art printing technology.
 - Digital Printing Presses allow us to print small, custom runs with exceptional quality.



What's the difference between a "New Homeowner" & a "New Mover"?

Our **New Homeowner** files are derived from deed recordings; in other words after someone has purchased a single-family residence in their name. We secure this super-fresh data every Friday, and begin the mailing process for our clients right away. New Homeowner data is available by zip code, property value (purchase price), and property type (detached single family or condominium).

Our **New Mover** files are available two ways:

- a) United States Postal Service Change-of-Address files or
- b) Utility new connects (new phone, electric service, cable, etc.). These files tend to contain about 50% renters and 50% new homeowners. New Mover data is available by zip code, or radius from your store(s).

Which is better for your business? Give us a call at **888-582-0101** and we'll provide you with the best choices to reach your target customer.



Three Great Options:

<div style="background-color: #008080; color: white; padding: 5px; margin-bottom: 5px;">Weekly New Homeowners</div> <div style="background-color: #008080; color: white; padding: 5px; margin-bottom: 5px;">\$1.97 per piece mailed</div> <ul style="list-style-type: none"> • Your offer gets there first! 	<div style="background-color: #008080; color: white; padding: 5px; margin-bottom: 5px;">Monthly New Homeowners</div> <div style="background-color: #008080; color: white; padding: 5px; margin-bottom: 5px;">\$1.77 per piece mailed</div> <ul style="list-style-type: none"> • Affordable New Homeowner option 	<div style="background-color: #008080; color: white; padding: 5px; margin-bottom: 5px;">Monthly New Movers</div> <div style="background-color: #008080; color: white; padding: 5px; margin-bottom: 5px;">\$1.57 per piece mailed</div> <ul style="list-style-type: none"> • Best Value!
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In reality, our service is free. That's because it pays for itself! Many pizza dealers experience a 600% return on their investment... that's right... \$6 back for every \$1 they spent on our program! We offer a turnkey service at a flat price per envelope mailed. That includes everything... all artwork, copy writing, list procurement, printing, addressing, collation, postage and mailing. Call us at **1-888-582-0101** and we'll be happy to provide you with a quote for your trading area.

Our Competitor
Charges \$1.79.
14% More

How To Get Started...

STEP 1

Choose Your Program:

New Homeowners

Choose: Weekly or Monthly Mailing

Ability to select by primary type:

Single Family Home Condos Both

Ability to select by property value (purchase price)

Home Values Above \$ _____

New Movers

Monthly Mailing

Estimated Income

Income Above \$ _____

STEP 2

Choose Your Area:



1. Select the area to mail (usually your store zip code(s) or a radius around the store(s))
2. Call us at **1-888-582-0101** and we'll give you the actual mailing count

!

We'll Do The Rest...

1. Develop your new resident offer.
 2. Draft personalized copy to accompany your offer.
 3. Then, we'll submit artwork and copy for your approval.
 4. We'll mail your offer weekly or monthly to prime new homeowners or new movers in your market area.
- ... All at one low price per piece mailed.



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When Can I Expect to see Results?

Right away! "Start this week, new customers by next week" is our tag line. Our clients typically see a *steady stream* of new clients within 10 business days of their first mailing.

We guarantee results.

Call **1-888-582-0101** for details.

Start This Week

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

New Customers by Next Week



It worked for my business...



In the summer of 1994, I opened a chain of independent paint stores in the Pacific Northwest.

The business was a “scratch start”... zero customers, zero revenue. We were acutely aware of every customer, every transaction, every day as we built the business.

July, August and September (Summer in Seattle) were good to our business. But the Winter / Spring months (November-April) had us worrying about overhead, inventory, and wages until the weather gods blessed us again.

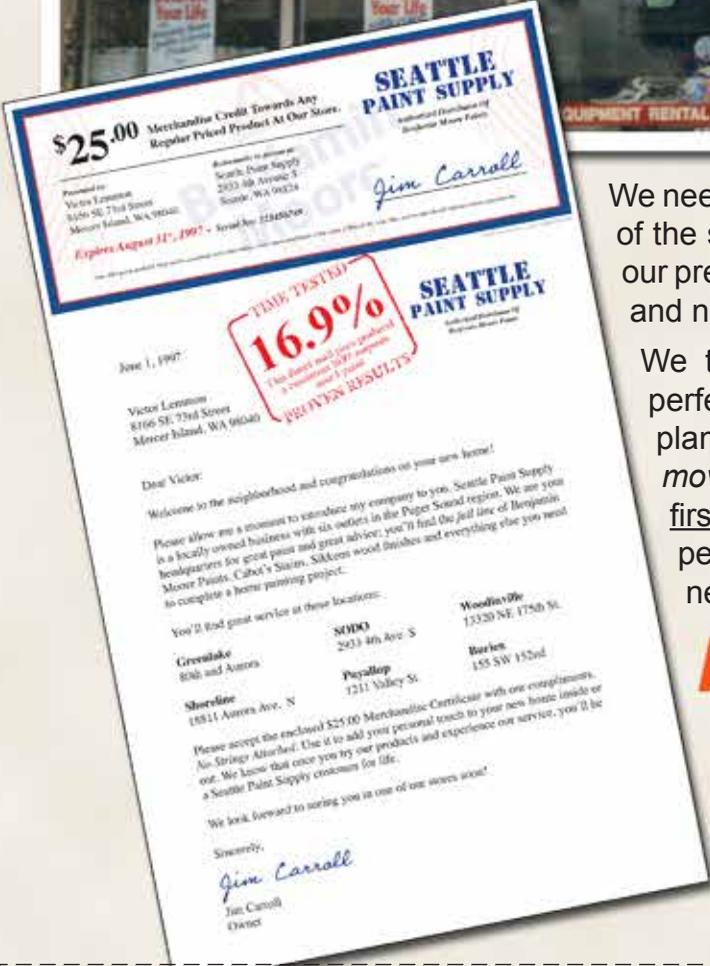
We needed a way to attract new customers to our business... regardless of the season... customers that were willing to pay premium prices for our premium brand. In short, we wanted to be in control of our business, and not be so dependent on weather and seasonality.

We tried everything (just like you have)... and finally found and perfected the tool that became the very foundation of our marketing plan. We found a way to market to new homeowners, *right as they moved in*, and made sure that they had a reason to visit our stores first... before the competition. It was trial-and-error at first, but we perfected our execution and came to rely on the steady stream of new customers that this program brought in to our stores.

It will work for yours, too.

New Homeowner / New Mover Marketing Works!

If you are as serious about growing your business as I was about mine, you need to include this tool as a key component of your marketing mix... I believe in it so much that I'm willing to pay you \$100 to get started. Use the \$100 Certificate below, give us a call and we'll get the ball rolling for your business.



FREE \$100 VALUE

\$100 Marketing Services Certificate with our compliments.

Here's a \$100 “Head Start” on a new resident campaign customized to fit your business.

Jim Carroll

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