

Greenville Welcome Service.



Turning our
new
neighbors
into loyal
customers.

Current Program:

- Packets with goodies, coupons, brochures, etc.
- Delivered to new residents in Greenville
- Reaches an average of 10-12 new residents per month.
- Data source: new phone hookups
- Cost: \$1 per packet delivered (varies)
- Partner with Daily News (local) to deliver

Challenges:

- Items in packets can get “lost in the shuffle”
- Packets are generic
- List of new residents is incomplete
- List of new residents not always accurate
- Welcomes new Greenville residents only
- Not always trackable
- Room for improvement on rate of return

Addressing the challenges:



Sleek & simple

New
welcome
mailer is
one clean,
simple,
glossy, full-
color piece.



Personalized

Welcome to Greenville!



Look inside for several great offers from businesses in your new neighborhood!

Thorough.

New Data Sources:



- New phone hookups
- New utilities (water, sewer, electric, gas)
- New mortgages/title transfers
- Change of address requests (USPS)

Accurate.



New mover filters:

- Multiple addresses
- Moved less than 15 miles
- Snow birds returning
- Duplicate names
(Robert, Robert J., Bob)
- Switching phone vendors
- Refinances

More inclusive.

Cover more of your service area:

- Greenville
- Gowen
- Carson City
- Trufant
- Fenwick
- Cedar Springs
- Belding
- Lakeview

Reaching 100 new movers each month.

Guaranteed within 5%.

Easily Trackable



New residents redeem certificates to receive your free gift.

Keeps it Local



- *“Owned” by Greenville Area Chamber*
- *Developed & coordinated by local Chamber*
- *Designed by Stafford Media Solutions*
- *Printed in Greenville at Newsweb Printing*
- *Every dime stays in Greenville*
- *“Welcome Wagon” is a national corporation, based in Coral Springs, Florida*

Improved return:

The average rate of return for direct mailer pieces is 2-5%.

An accurate, targeted list, & a no-strings-attached gift significantly increase that rate.

A 5% **return** rate brings 60 new customers to your door.

At just a 2% **success** rate, you can expect 24 new, loyal customers each year.

Time to Do the math.

Below is a portion of my (candy's) spending in 2010.

- Culligan: \$227
- Sure Shot Pest Control: \$300
- Various Hair Salons: \$1200 (3 daughters!)
- Blake Hollenbeck: \$240 (oil changes)
- Flat River Family Dental: \$600 (simple cleanings)

I am a loyal customer with these businesses; some since 1991, when I first moved here.

**What would just 6 new
“candy’s” be worth to you?**

Your investment:



- 40 cents per piece delivered (\$40 per month.)
- One year commitment.

How to make it work.

- Offer an enticing, generous gift.
- Inform your staff.
- Make newcomers feel genuinely welcome
 - Get to know them.....
 - Where did they move from?
 - How has their move gone?
 - Are they finding everything they need?
 - Can you help?
- Follow up after their visit.

Get started:

If you are interested in participating, send the following information to candy@GreenvilleChamber.net

- Confirmation that you want to participate for one year.
- Logo (or ask me to send you what I have on file...and confirmation that current logo is correct)
- Your free gift offer for new residents – let me know if you would like some help thinking of one...we have some good examples to share
- Gift's value
- Expiration date (we recommend at least one year)
- The business name & contact info that you want included in your space