How to Build a Direct Mailing List that Converts



An accurate direct mailing list is very important if you want to effectively market your company to both potential and current customers. In the age where digital advertising is very prevalent, studies show direct mail can give your company a distinct and meaningful competitive advantage. In 2019, the U.S. Postal Service teamed up with Temple University to prove this. The study found that printed ads, like direct mail postcards or letters, are the best way to create an emotional connection with a customer.

There are various options available for business owners who are looking for an accurate and effective direct mailing list, and they each offer different things. The first, and cheapest, is to build a list yourself. This is done manually by plugging in the address of your business and choosing area routes, streets, and blocks to target. Putting together this type of direct mailing list is challenging and time consuming, and you also have to consider additional costs involved from start to finish including design, print and postage.

The most common way of acquiring an accurate direct mailing list is to purchase one from a company that specializes in them. These companies use data to create lists that can target different ages, purchase preferences and even professions.

Figuring out the right target audience for your specific business is often a challenge. However, targeting people who have recently moved to a new home is a great way to narrow down your direct mailing list. This method gets your business in front of people who are looking for their new go-to stores, restaurants, hair salons, dentists, etc. near their new homes – a critical target audience for any business hoping to create loyal, long term relationships with customers

Our Town America uses a new mover mailing list backed by decades of data that saves businesses time and money. Our associated new mover program takes the guess work out of direct mail and reaches those people who are new to town before they establish a connection with any of your competitors.

Our Town America's new mover direct mail lists are incredibly accurate, making the process more efficient and cost effective. For example, each month, Our Town America gets lists of every individual who has filed some sort of address change in the past 30 days. Our Town America then takes that list and filters out any duplicate names and addresses creating a direct mailing list that is about 95 percent accurate.

While mailing lists are never perfect, Our Town America works to make sure its new mover mailing list is as precise as possible, eliminating wasteful spending.

Our Town America doesn't stop once the list is complete. The new mover program includes designing, printing, and shipping each direct mail piece. This amounts to a stress-free process for any busy business owner who doesn't have the time to stick labels and stamps on hundreds of postcards, or the expertise to design those postcards.

Direct mailing lists can be an excellent way for a business of any size to attract new customers and build brand loyalty. Our Town America's direct mail marketing program is THE all-inclusive program that gets results for businesses while saving valuable time and money.

Are you ready to stop wasting time and money on self-starter direct mail marketing campaigns so you have more time to spend on running your business and building

meaningful relationships? We're here to help at Our Town America. For more information, visit ourtownamerica.com today.