

Your Pizza Is Delicious. Get New Customers to Take a Bite with New Mover Marketing



Pizza marketing doesn't have to be a challenge. Two things are inevitable: everyone moves at some point in their life, and everyone needs to eat to survive. And, while maybe not applicable to every single person in the US, MOST people like pizza. In fact, pizza is a \$30 billion per year industry.

So, as a restaurant owner or marketer for a local or chain pizzeria, it seems like a no brainer to advertise your product to new residents in your market/area/city. But why haven't you started yet?

You do Facebook marketing and sometimes you stick a sign about an event you're hosting on your business lawn, but these methods are not necessarily geared towards new movers. What if your prospective clients don't have internet yet or simply haven't driven by your storefront to see that sign? In fact, getting new, working internet can take up to 2 weeks after moving into a new residence.

...Partnered pizzerias and pizza restaurants can see response rates over 27%

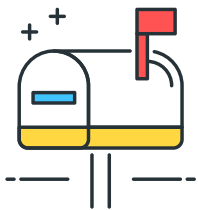
This is where New Mover Marketing comes into play. While we can't speak for all New Mover programs, Our Town America's partnered pizzerias and pizza restaurants can see response rates of 27.66% (based on our historical data). This means over 27% of new movers who receive gift certificates are redeeming them. That number is unheard of! 'How the heck is that even possible? Isn't direct mail dead?' You may be thinking to yourself. Very far from dead, actually.

According to the U.S. Postal Service, 98% of Americans check their mail on a daily basis. While email can get overwhelming with hundreds of promotional

emails received daily, direct mail is delivered just once a day. Many people actually look forward to opening a tangible envelope that was placed in their personal mailbox.

Furthermore, the Our Town America envelope is personally addressed to the new mover by name – not to “current resident” or “owner”, but to ‘The Robinson Household’, for example. Unlike other mailers, the Our Town America New Mover Welcoming Package is received only once – not periodically, eliminating the possibility for consumers to see it as a bother.

Not only will your prospective customers be inclined to open this piece of mail addressed directly to them, but they will also be intrigued by the “Housewarming Gifts from Your Neighborhood” text on the front of this beautifully crafted, oversized envelope.



Your pizzeria will stand out from others in your area, as you will be the only pizza restaurant in your chosen zip codes’ package. This is key, as you are introducing your business to new movers before your competition even has a chance!

Your new mover gift certificate offer is decided upon by you with the help of our skilled New Mover Experts who have access to 46+ years of historical response rate and offer data at their fingertips.

Once your new customers redeem their one-time housewarming offer, the gift certificate is scanned to gather accurate tracking data, as well as trigger the second loyalty mailing.

This loyalty mailer is a one-time postcard mailed to the new mover shortly after they redeem their New Mover Gift Certificate. This loyalty mailer allows you to present new residents with a second offer, or just simply thank them for stopping in and invite them back. This is seen as an extra touch, as not many pizzerias will go out of their way to thank their customers for stopping by, or even know who is new to their establishment. This shows that you are in tune

with your business, the neighborhood, and that you go the extra mile.

If you are looking for a way to ramp up your pizza marketing, look no further than in your own backyard.

While there are many ways to market your business, there is no other like our New Mover Marketing program; a one-time mailer to new residents, personalized by name, offering free offers (not just discounts), trackable, full color, exclusive to your pizzeria and offering a second follow-up mailer.

If you are looking for a way to ramp up your pizza marketing, look no further than in your own backyard. Our Town America is available in all US markets, and would love for you to gain new, loyal customers while creating a bridge between your business and consumers.

Want to get started? Contact me at 800-497-8360 and let's discuss how we can develop a pizza marketing strategy that will work for you!