

Tapping into the New Mover Market



Help your business recoup losses incurred this spring by marketing to new movers with Our Town America, the nation's leading new mover marketing company.

Local businesses took a hit following the outbreak of COVID-19 in the United States. As you strive to comply with social distancing guidelines and provide a safe atmosphere for employees and customers, new mover marketing offers a profitable way to increase sales while adjusting to the new normal. Approximately 9.8 percent of the U.S. population moved in 2019, or 31 million Americans, according to data from the U.S. Census Bureau. In fact, the average American moves 11.7 times during their lifetime. People opt to move to a different home – sometimes bigger, other times downsizing; to start a new job – whether a career advancement or a layoff; to improve their daily commute or be closer to family, according to MoveBuddha, an online moving service.

“Our Town America’s mission is to help new movers adjust and feel welcomed into their community and fuel the economy for local business,” said Michael Plummer Jr., Our Town America’s CEO. “We help our sponsor businesses gain new, loyal and long-term customers every month by targeting new movers.”

New movers are big spenders. Having the ability to tap into the new mover market is a cost-effective marketing strategy to snag new customers right when they come to town. During the first year of owning a home, homeowners spend nearly \$11,000 on furniture, appliances and home repairs, according to a survey conducted by the **National Association of Home Builders**. With so many expenses related to buying a home, it seems natural that new movers would take this opportunity to economize, but research suggests the opposite. A home purchase does not suppress spending on entertainment, apparel, transportation and restaurant meals, NAHB reported.

Americans are following through on plans to move, despite the pandemic, and businesses can attract new residents by helping them feel welcome in their new community. Americans missed eating at restaurants and running errands without worrying about their health during quarantine, according to a new survey commissioned by Our Town America. Over 70 percent of Americans are eager to try out businesses in their new cities, the survey revealed.

Our Town America's new mover marketing program allows businesses the opportunity to make a great first impression on new residents – essentially bringing new customers through the door – or into their curbside parking spaces! Each month the company sends a Welcome Package to new residents, which includes your proven offer. The high-quality Welcome Package introduces new movers to different businesses in the area to help them feel at home in their new community. Businesses have the option to take advantage of Our Town America's follow-up 'thank you' postcard which mails to guests who redeem their housewarming offer. This gives businesses the chance to invite customers back with a second offer, or even just stand out from their competition by thanking the new mover for their business.

"We're just off the beaten path, just a little ways from the main intersection. It gives people a chance to come down this way and see what's down in this area," said Fort Mill, South Carolina salon owner. While businesses can choose what they want to offer the new movers, 49 years of data has proven that a free haircut, with wash, cut and blow dry results in the best response rate.

If you're still unsure if delving into the new mover market is right for your business, check out some of the benefits of new mover marketing with Our Town America.

Brand Awareness Generates Customer Loyalty. New residents are stressed and tired of unpacking boxes and worrying if they will fit into their new communities. Social distancing guidelines are making it difficult for new families to meet the neighbors, and teleworking and remote schooling aren't making it any easier. Sending a Welcome Package with housewarming offers is one way to make their transition smoother. The Welcome Package helps build brand awareness and marks the beginning step to customer loyalty, but getting repeat business is up to you. Make sure to make new residents who visit your business feel welcome by offering superior customer service and a positive atmosphere.

Target Your Customer. Our Town America has been acquiring accurate new mover mailing lists for their customers since being founded in 1972. The company mines new resident names from multiple sources to ensure a clean, comprehensive list. They use proprietary technology to pull names from county courthouse warranty deeds, credit reporting agencies, magazine subscription address changes, credit cards, voter registrations, driver's licenses, utility companies and more. With their impressive new mover mailing list and 'sponsor exclusivity' concept, Our Town America is able to target the new residents moving into your chosen ZIP codes so that you reach them before your competitors do.

Unique Tracking Tools. The success of any marketing program is only as good as its ability to track your return on investment. Our Town America offers the Our Town TruTrak[®] mobile app, which is available on both the **Apple Store** and **Google Play Store**. The app allows you to validate and scan redemptions at **point of sale** or at your convenience. It also tracks your return on investment, triggers a 'thank you' mailing and even gathers detailed demographic data of your new customers.

Learn more about how **Our Town America** can help you add customers and boost foot traffic to your business today.