

Clearwater Marketing Firm Grows



83 Degrees Media (October 2017) - The 45-year-old Our Town America, a marketing firm that targets new movers, has moved its headquarters into 44,000-square-feet of office space in Clearwater — and is making plans to hire 15 to 20 additional staffers.

“I’m anxious to get them in here and give them an opportunity to grow with our company,” says CEO Michael Plummer Jr.

The company is in a growth mode by working with businesses that want to **advertise to new residents**. Such businesses are often grocery stores, restaurants, hair salons and auto repair shops, or doctors and dentists who want to develop new business relationships. Businesses pay on average \$200 a month to target potential customers by things like age, size of household, income, and other demographics.

About two to six weeks after move-in, residents receive an envelope offering “housewarming gifts” such as gift certificates for a free pizza or haircut to entice them to drop by and check out the neighborhood businesses.

“When people move in, they’re still searching for those business,” Plummer explains. “They want to know where to go.”

Our Town America disseminates about half a million envelopes every month — or

more than 8 million each year. With some 63 franchises nationwide, they focus primarily on neighborhoods rather than zipcodes.

“A lot of it is designed ... to get you off the couch and into those locations,” he says.

Once the initial contact is made, businesses may choose to follow up with another offer, a simple thank you, or a request for feedback.

Our Town America moved last week from smaller rented space in Pinellas Park to its own headquarters at 13900 U.S. Highway 19 N. Clearwater. Built by local contractor Mike Sinwelski, the facility features a 2,700-square-foot, high-tech conference room, a huge breakroom, and LED lights, plus a roof with solar power options.

The company, which employs about 58 locally, was founded by Plummer’s father in Des Moines, IA. After relocating to Omaha and Houston, the company moved to the Tampa Bay Area in 1990. It began selling franchises in 2005, and sold a record-breaking 12 this year. Despite its growth, it continues to be a family-based business with a welcoming atmosphere, which includes catered lunches, potluck dinners, company cruises and other perks.

“The vast majority of our folks have been here for a very long time,” he adds.

Our Town America is hiring for both part-time and full-time positions, with openings in customer service, appointment setting, inside sales and possibly production help for mailouts. Learn more by visiting the [OTA website](#) or calling 1-800-497-8360.

Source: 83 Degrees Media