

Our Town America Supports Small Businesses 365 Days a Year



PRWeb (Nov. 2014) – For the past four years, November 29th has been recognized nationally as a celebratory day for consumers and small businesses alike to support local, small businesses within the community; however, for Our Town America, the nation’s premiere new mover direct mail marketing franchise, Small Business Saturday takes places all 365 days of the year.

Our Town America has been in support of small businesses for 42 years by connecting local, small businesses with new residents in town by mailing housewarming gifts in a premium community Welcome Package.

Rather than filling a passport with stamps to obtain a one-day discount or giveaway gift, the Our Town America new mover direct mail marketing program rewards consumers who take advantage of visiting participating small businesses with follow-up gifts and long-term relationships with the best small businesses in town.

Well over 3,000 businesses around the country currently use the Our Town America program to increase their customer base each and every month. These businesses depend on the program to create powerful results – many experiencing double digit

response rates.

In a 2014 survey of **new movers**, 95% of respondents said they would visit a business that welcomed them to the community and 90% of these respondents said housewarming gifts would make them feel more comfortable and settled in their home.

When a part of the Our Town America program, both consumers and small businesses feel a sense of community each and every day.

In support of small businesses across the country, Our Town America is offering **1 FREE MONTH** to all new annual sponsor businesses who sign up the week of Small Business Saturday.

For businesses interested in new mover marketing, contact Our Town America directly.

Read on PRWeb.

Source: PRWeb

