

Grocery Stores Making Lasting Impact With New Mover Direct Mail Programs



New Mover Marketing

Millions of Americans, 40 million a year according to the most recent census, move each year and are forced to develop a relationship with their new “go-to” grocery store. More important than their staple pizza joint or dry cleaner, their grocery store is like their home away from home – it’s where they get food for their family, prescriptions to make it through the day...heck, some even do their banking there. It’s a one-stop shop to knock out the honey-do list, so it’s important to find the store that “fits” the family.

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Source: PR News Channel, January 2012