

Data-driven Marketing Company, Our Town America, Celebrates 49th Year in Business



Franchising.com — Our Town America is celebrating its 49th year of helping local businesses create and maintain relationships with customers who are new to the area.

Since 1972, Our Town America has been welcoming new movers with one-time gifts, inviting them to sample neighborhood businesses upon move in. This unique model has helped local establishments across the nation grow loyal customer bases while allowing Our Town America to thrive for nearly five decades.

“My Dad started the company while running his retail business,” said Michael Plummer Jr., Our Town America’s President/CEO. “He had a simple idea, and it worked really well. We are still using that simple, yet powerful idea today – with some added bells & whistles to tie-in technology, which has only made our program that much stronger. Even with all of the marketing options available in 2021, welcoming new residents with a kind gesture continues to be extremely effective.”

Over the years, Our Town America evolved into a data-driven company using the

latest technology available to help small business owners target specific geographic areas, interests, or even income levels. This creates a high return on investment for local shops, restaurants and other businesses looking to maximize their budgets. And for those small businesses who just don't have a large marketing budget, Our Town America built the Budget Billing program to allow them to spend within their means by capping their monthly invoice.



The company has also integrated multiple smartphone apps, such as TruTrak®, which gives partnered businesses access to data showing just how effective the marketing campaign is in real-time and even provides the ability to trigger a second mailing to really seal the deal. Their other mobile apps cater to the consumer and the Our Town America franchise owner. Really, the franchise has thought of each person the brand works with on a daily basis and has made life simpler through technology.

That being said, it's not surprising that Our Town America is a recession-resistant company that's weathered two major economic downturns in the last 15 years. The company's recent success earned it recognition from Franchise Business Review as a Top Recession-Proof Franchise, and as the #1 Advertising & Sales Franchise in the U.S. Our Town America is also consistently honored as a Top Low-Cost Franchise, Top Franchise for Women, and a Top Culture Franchise.

"I'm proud of this company we've not only built, but enhanced over the last 49 years," said Plummer. "This is a strong and resilient model, and our franchisees benefit from a proven system that generates results."

Our Town America is excited about the future and the chance to continue to innovate and take advantage of new technologies while staying true to the model that's led to decades of success.

Source: Franchising.com