



Our Town America

# Reach the Right People at the Right Time: A Guide to New Mover Marketing Success





# WELCOME NEW CUSTOMERS

## THE RIGHT WAY

Every year, millions of people move — and when they do, they spend more, explore more, and form brand-new routines.

At Our Town America, we've spent over 50 years helping small businesses connect with these eager new customers at just the right time. This guide is here to show you how to do the same.

Whether you're a restaurant, salon, dentist, or mechanic — if your business thrives on local foot traffic and loyal customers, this guide is for you.



# WHY NEW MOVERS MATTER

New movers are in decision-making mode. They're not just open to change — they need new businesses to fill immediate needs.

80%

of new movers  
respond to local offers  
when settling in.

70%

return to a business  
they try within their  
first month.

50%+

of a new mover's  
discretionary spending  
happens in the first 6 months.

## New Movers Spend Big in Their First 6 Months



+33%

on Home  
Services



+17%

on Retail &  
Shopping



+18%

on Medical &  
Dental



+14%

on Dining &  
Takeout



+17%

on Automotive  
Services



+10%

on Pet Care  
Services



# WHO ARE NEW MOVERS AND WHAT DO THEY WANT?



**Homeowners & renters building new routines**



**Families and professionals with high intent to buy**



**Actively searching for new local services & shops**



**Forming habits in the first 3-6 months**



# IS NEW MOVER MARKETING RIGHT FOR YOUR BUSINESS?

## Checklist:

- ☐ You rely on local foot traffic
- ☐ You want to attract new, loyal customers
- ☐ You offer a product or service people need shortly after moving
- ☐ You're looking for trackable, high-ROI marketing

**If you checked 2+ boxes, you'll likely benefit from new mover outreach**





# OUR PROVEN PROGRAMS



**Most Popular!**

## Welcome New Mover Package

A personalized, full-color envelope with gift certificates for local businesses delivered monthly to verified new movers.

## Follow-Up Program

An automatic second touchpoint (via postcard) sent to customers who redeemed their certificate encouraging repeat visits.



## Birthday Program

Send personalized mailers to consumers celebrating their birthday a great way to drive timely visits.



# ADDITIONAL TARGETED TOOLS

## Targeted Postcards

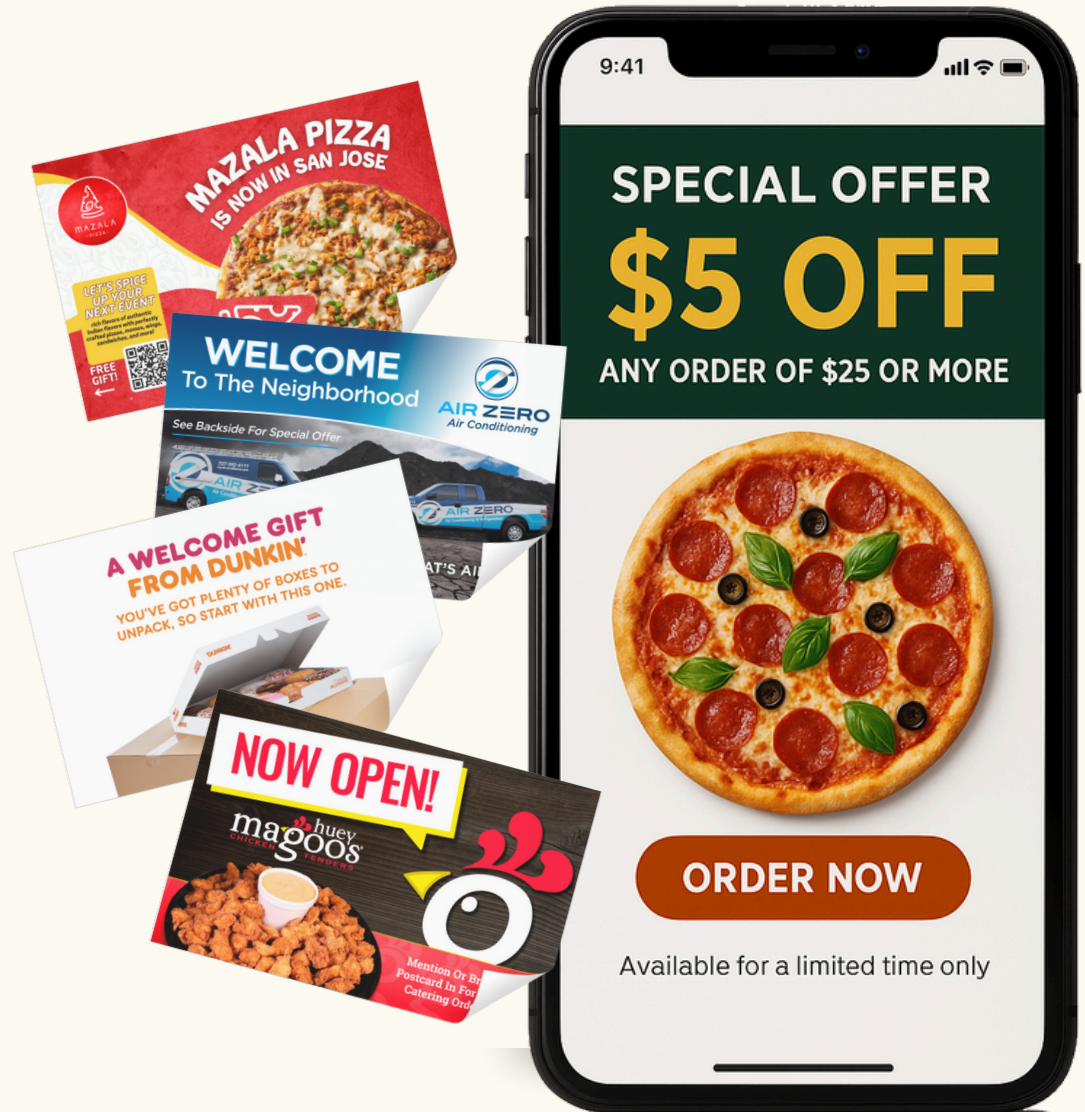
Custom postcards mailed to specific audiences based on income, interests, or behaviors

## EDDM

Saturate entire neighborhoods with Every Door Direct Mail for brand awareness and reach.

## Digital Marketing

Extend your reach with ads to nearby customers based on where they live, work, or go with geofencing.





# SEE WHAT'S POSSIBLE

## Mini Case Studies

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**15–20%**

**redemption rate  
with follow-up  
postcard program**



**\$5,500**

**in sales from 173  
new mover visits**



# GETTING STARTED IS SIMPLE

## 1 Connect with a Local Rep

Work with a dedicated partner who understands your community and cares about your business success.

## 2 Select Your Category and Zip Codes

Choose the neighborhoods you want to reach. We'll help you target verified new movers in your area.

## 3 Build Your Campaign

We take care of everything from personalized offers to print, postage, delivery, and postcard follow-ups.

## 4 Track Your Results

Use our TruTrak® app to see redemptions in real time and measure ROI with confidence.

**READY TO SEE WHAT NEW MOVERS CAN DO  
FOR YOUR BUSINESS?**



# Our Town America

## LET'S BUILD YOUR LOCAL GROWTH PLAN

Want help finding the best audience and offer  
for your business? We're here to help.

**leads@ourtownamerica.com**

**800-497-8360**

**ourtownamerica.com**

