



# MARKETING SO EASY It looks like magic

— Built on the Our Town America Omni-Channel® Platform —



**2025**  
**OUR TOWN AMERICA**  
**MARKETING GUIDE**



## Omni-Channel Marketing for Local Businesses with Our Town America

Often, businesses and marketing agencies focus on individual advertising channels—such as Google Search, Paid Social, Direct Mail, or even TV—without creating a cohesive strategy that unites these efforts. Rarely do they consider an omni-channel approach, which is essential for generating more engagement, leads, and long-term customer relationships. At Our Town America, we understand that a fragmented approach to marketing simply doesn't deliver the kind of growth and loyalty businesses need to thrive.

Many businesses create a website, add content, and choose one marketing channel to invest in, hoping for results. But today's customer journey is far more complex. It spans multiple channels, devices, and stages of engagement. Customers don't just interact with one device or platform—they shift seamlessly between mobile phones, laptops, tablets, and even smart TVs. They might spend a few minutes searching on Google, then an hour scrolling Facebook, only to read a news article online and later catch up on their favorite streaming TV show.

At Our Town America, we've identified a plethora of possible touchpoints to reach customers—and that's before they even visit your business or interact with your offer. Relying solely on Google Ads, Facebook, or Direct Mail won't cut it. Neither will TV advertising or radio alone. Businesses need a robust omni-channel marketing strategy that meets customers where they are, guides them through their journey, and drives measurable results.

Our proven approach combines the power of five key pillars—New Movers, Digital Marketing, Birthday Club Marketing, Targeted Marketing, and Saturation Marketing—into a unified strategy that engages customers across all channels. Whether a new resident receives a personalized welcome package, sees your geo-fenced ad online, or engages with a birthday offer, every interaction is carefully designed to guide them toward becoming loyal, repeat customers.

In this guide to omni-channel marketing, we'll show you how businesses of all sizes can implement comprehensive strategies that seamlessly integrate all five pillars- *making it so easy, you'll think it's magic*. You'll learn how each channel contributes to your success and how to fit these pieces together to create a marketing strategy that drives engagement, builds loyalty, and generates lasting growth. With Our Town America, it's not just about advertising—it's about connecting with your customers at every stage of their journey and turning those connections into results.

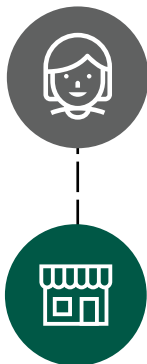


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# Omni-Channel Marketing



## Comparison of Marketing Approaches:



### SINGLE CHANNEL:

In the traditional single-channel approach, customers purchase through one channel, such as walking into a store, talking to a salesperson, and completing their purchase. While straightforward, this approach is limited in today's complex, multi-device world.



### MULTI-CHANNEL:

Multi-channel marketing gives consumers various options to research and buy, including websites, social media, email, and direct mail. However, in a multi-channel strategy, each channel operates independently, working toward its own goals without integrating with other channels. This fragmentation often causes missed opportunities to deliver a cohesive experience.



### OMNI-CHANNEL:

Omni-channel marketing takes a customer-first approach, ensuring all communication channels work together to enhance and optimize the customer's experience. Direct mail, digital ads, in-store promotions, email, and social messaging are designed to align with the customer's preferences, making interactions feel seamless and personalized. This collaborative effort ensures that your marketing channels complement each other to maximize engagement and conversions.

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## What Is Omni-Channel Marketing with Our Town America?

Omni-channel marketing is the practice of using multiple online and offline marketing channels to connect with customers throughout their journey while creating a unified, seamless experience with the customer at the center. At Our Town America, we recognize the importance of delivering a cohesive strategy where every marketing effort works together to drive conversions and build loyalty.

Unlike traditional single-channel or multi-channel marketing approaches, omni-channel marketing ensures that all touchpoints—whether they are personalized welcome packages, digital ads, birthday greetings, or saturation campaigns—are interconnected and aligned. Each decision across these channels is strategically integrated, allowing for optimized spending, personalized messaging tailored to the customer's stage in the journey, and a seamless experience where all channels "talk" to one another. This cross-channel synergy empowers customers to engage and convert through their preferred mediums, making it easy to connect with your business.



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# Omni-Channel Marketing



## Why Omni-Channel Marketing Works:

Omni-channel marketing is a game-changer because it focuses on the customer's journey rather than the marketing channel's individual performance. For example:

- **Integrated Messaging:** When a new mover receives a Welcome Package from Our Town America, they might also see a geo-fenced ad about your services on social media or receive a follow-up thank-you postcard after visiting your location. These touchpoints reinforce your message at key moments in their decision-making process.
- **Customer-Centric Approach:** Omni-channel ensures that customers feel recognized and valued no matter where they interact with your brand—whether it's through a personalized birthday greeting or a targeted digital ad.
- **Optimized Conversions:** By aligning all channels, customers can effortlessly complete conversions, whether they prefer booking an appointment after receiving an email or calling your office after seeing a direct mail offer.

At Our Town America, our Five-Pillar Marketing System exemplifies the power of omni-channel marketing. Through personalized Welcome Packages, geo-fenced digital ads, targeted campaigns, and more, we help local businesses build stronger customer connections and achieve measurable growth. With omni-channel marketing, your brand is no longer competing within its own channels but instead working cohesively to create a remarkable experience that drives loyalty and results.



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# Omni-Channel Marketing



**Multichannel vs. Omnichannel Marketing: A Clear Distinction for Our Town America**  
While multichannel and omnichannel marketing may seem similar at first glance, their differences significantly impact how customers perceive your business. At Our Town America, we embrace the omnichannel approach because it focuses on creating a unified, seamless experience that puts the customer at the center of every interaction.

## Multichannel Marketing:

This strategy focuses on launching campaigns across multiple platforms, but the channels operate independently without coordination. While effective for reaching customers on various platforms, multichannel marketing often lacks synergy. For example, a campaign might target customers on Google Ads but fail to retarget them on Facebook, Instagram, or YouTube, missing opportunities to reinforce the message. The lack of cohesion across creative assets and platforms can create a fragmented experience for customers.

## Omnichannel Marketing:

In contrast, omnichannel marketing begins with the customer and integrates all channels to provide a seamless, unified experience. This strategy ensures that each touchpoint—whether a direct mail offer, a personalized email, a geo-fenced ad, or a birthday greeting—works together to tell a consistent story. By tailoring the customer journey, omnichannel marketing enables businesses to connect with their audience multiple times without causing ad fatigue.

## The Modern Consumer Journey:

Today's shoppers often begin their path to purchase on one device and complete it on another. For example:

- A customer might start their search for a dentist on their phone, browse options on their tablet, and book an appointment on their desktop.
- Another might discover your practice through a social media ad, then visit your office in person to schedule their first appointment.

With modern technology, consumers no longer rely on a single device or channel for purchases. They are comfortable navigating between digital and in-person experiences. This means businesses must meet customers where they are—on the platforms and devices they prefer.

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# Omni-Channel Marketing



## Key Differences:

### Multichannel

Starts with the company and focuses outward toward channels.

Channels operate independently with no shared messaging.

Lacks consistency across platforms and

### Omnichannel

Starts with the customer and seamlessly integrates channels.

Channels interact to create a unified experience.

Provides a cohesive message tailored to

### Why Omnichannel Works for Our Town America:

At Our Town America, our Five-Pillar Marketing System is a prime example of the power of omnichannel marketing. Here's how it ensures a seamless customer experience:

- **Personalized Messaging:** From the moment a new mover receives a Welcome Package, they are greeted with tailored messages that continue through digital ads and follow-up touchpoints like birthday greetings.
- **Unified Customer Journey:** By integrating direct mail, digital marketing, and geo-fenced ads, our system ensures that every interaction reinforces the same message, no matter where customers engage with your brand.
- **Multiple Touchpoints, One Experience:** Whether customers see an ad on social media, receive a direct mail offer, or book an appointment through your website, every channel works together to create a seamless journey.

Omnichannel marketing's customer-first approach allows brands to touch the consumer multiple times without causing ad fatigue, ensuring your message is both effective and appreciated. At Our Town America, we leverage this strategy to help businesses connect with their community, build loyalty, and achieve measurable growth.

### Benefits of Omnichannel Marketing for Our Town America

At Our Town America, we believe in the transformative power of omnichannel marketing to deliver exceptional results for your business. Businesses that focus on isolated digital channels often miss out on the unparalleled advantages of a holistic omnichannel approach. While success is possible through single or limited channels, the benefits of omnichannel marketing far outweigh the challenges.

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# Omni-Channel Marketing



## Better Data Collection & Analysis

Omnichannel marketing provides a comprehensive view of customer behavior across multiple platforms. Here's how:

- **360-Degree Customer Insights:** Instead of relying on fragmented data from isolated channels, omnichannel marketing offers a unified perspective. This allows you to track your customers' entire journey—from initial interaction to final purchase—and gain valuable insights into their decision-making process.
- **Informative Intelligence:** By integrating data across all touchpoints, you can present actionable insights to your team. This means better-informed strategies and more accurate targeting.

At Our Town America, we use this data to help businesses like yours personalize the customer journey, from welcoming new movers to re-engaging existing customers with tailored offers.

## Better Customer Segmentation, Campaign Designs & Targeting

Omnichannel marketing enables precise customer segmentation and highly targeted campaigns. Here's why this matters:

- **Customized Messaging:** By analyzing customer data, you can segment your audience based on their position in the purchase journey. This allows for the creation of more effective campaigns that resonate with your audience's needs
- **Smarter Targeting:** Avoid redundant targeting. For instance, if someone has already used a gift certificate in their Welcome Package, there's no need to send the same offer again. Instead, focus on upselling or cross-selling services tailored to their preferences.

At Our Town America, this level of segmentation ensures your marketing spend is optimized while delivering a personalized experience that builds customer loyalty.



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# Omni-Channel Marketing



## Achieve Higher ROI & ROAS

One of the standout benefits of omnichannel marketing is its ability to drive higher return on investment (ROI) and return on ad spend (ROAS). Here's how Our Town America makes it happen:

- **Integrated Strategies:** Just like how our Five-Pillar Marketing System works in harmony to engage new movers, celebrate birthdays, and target neighborhoods, omnichannel strategies amplify the impact of your marketing efforts. For example, pairing our digital marketing with direct mail ensures multiple touchpoints that strengthen your brand's presence.
- **Maximized Retargeting:** By retargeting across all channels—geo-fenced digital ads, direct mail, and email campaigns—you reinforce your message, drive conversions, and establish trust. This approach builds authority and encourages prospects to take action, whether it's scheduling an appointment or redeeming a gift certificate.

## Why Choose Omni-channel Marketing with Our Town America?

Our Town America has been at the forefront of local business marketing for over 50 years. With our proven Five-Pillar Marketing System, we combine the power of omnichannel strategies with personalized solutions to ensure your marketing dollars work smarter, not harder.

- Welcome new movers with a cohesive mix of direct mail and digital ads.
- Celebrate customer milestones, like birthdays, with memorable offers.
- Retarget customers effectively across channels to drive conversions.

By adopting omnichannel marketing with Our Town America, you'll not only attract new customers but also strengthen loyalty and maximize your ROI. Let us help you achieve measurable growth with a strategy tailored to your business goals.



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## Make a Lasting Impression on New Movers

### Build Customer Loyalty and Track Results

Since 1972, Our Town America has been a leader in New Mover Marketing, helping businesses nationwide connect with new residents.

- Welcome Package: Personalized gift certificates to introduce your brand and create a lasting first impression.
- Thank You Postcard: Follow-up postcard to track ROI, gather first-party data, and foster loyalty.
- Competitive Edge: Reach new residents before competitors, establishing your business as a trusted local choice
- Proven Approach: Decades of experience and a powerful database ensure effective targeting and results.

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## BOOST YOUR PRACTICE WITH POWERFUL DIGITAL MARKETING

### Maximum exposure for your digital marketing

Digital marketing is about reaching your target audience where they are—online. With Our Town America, we take digital marketing to the next level by combining innovative strategies and personalized targeting to boost your campaign's success. Our approach includes Addressable Geo-Fencing, which allows us to target precise locations with customized ads, displayed before, during, and after your direct mailings. This ensures consistent engagement with potential customers, reinforcing your message across multiple touchpoints.

By leveraging first-party data and advanced targeting techniques, Our Town America maximizes conversion rates and builds customer loyalty. Our integrated platform makes it easy to monitor performance, refine targeting, and adapt campaigns in real-time. Whether you're connecting with new movers or driving repeat business, we ensure your digital ads complement other marketing efforts, providing a seamless and impactful customer experience.

With Our Town America's digital marketing, you don't just reach more customers—you reach the right customers, with the right message, at the right time. This multi-channel approach ensures that your investment works harder, driving results that are measurable and meaningful for your business.

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# Birthday Club



## Celebrate Your Customers Build Loyalty with Our Birthday Club

Deliver memorable experiences and boost customer loyalty with personalized birthday postcards. Here's how our Birthday Club benefits your business:

- **Personalized Greetings:** Send customers exclusive birthday offers, making them feel valued on their special day.
- **Strengthen Loyalty:** Thoughtful gestures enhance customer loyalty and build lasting connections.
- **Encourage Repeat Visits:** Birthday offers incentivize customers to return, driving consistent business.
- **Top-of-Mind Awareness:** Keep your business in focus year-round with ongoing, meaningful interactions.

Our Birthday Club helps you create long-term relationships that drive repeat business and build brand loyalty.

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## Reach Every Home with Precision

### Our Town America's Targeted Postcards

Our Town America's Targeted Postcards offer a personalized touch to help you connect with customers at the right moments. Tailored to specific events, occasions, or milestones, these postcards are addressed by name, making every recipient feel special and valued. Whether you're celebrating anniversaries, grand openings, or hosting special events.

- Personalized Connection: Addressed by name to make each recipient feel valued.
- Flexible Targeting: Tailor postcards to anniversaries, grand openings, special events,
- Audience Selection: Choose specific criteria to target your ideal customer base.
- Boost Engagement: Deliver the right message at the right time for maximum impact.
- Build Loyalty: Strengthen long-term relationships and encourage repeat visits.

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# Saturation Marketing



## Deliver Your Message to Every Door Maximize Reach with Saturation Postcards through EDDM

Every Door Direct Mail (EDDM) helps you reach every home, every address, every time. Target specific demographics by neighborhood, distance, income, or age to ensure your message reaches the right households. EDDM is an affordable way to increase brand visibility, engage local communities, and drive traffic.

### *Why Partner with Our Town America?*

- Local Expertise: Decades of experience connecting businesses with communities nationwide.
- Tailored Campaigns: Customizable targeting to reach your ideal customer base.
- Proven Results: A track record of boosting brand awareness and customer engagement.

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