

The Power of In-Person



While online ordering and digital ads undoubtedly have their place, in-person shopping and traditional marketing techniques remain a powerful, immersive experience.

The In-Person Advantage

Staying current on the news, finding directions, and completing a shopping list can all be done online with a few clicks, and at least **85%** of Americans rely on smartphones to get the job done. Two-day shipping and free delivery make shopping online an attractive option for people who are crunched for time. Technology makes it easier than ever to check boxes off the to-do list.

The average American spends **4.5 hours** per day on their smartphones, surfing social media, streaming entertainment and online shopping. As we turn to digital services, many small businesses focus solely on digital advertising. Online ads reach customers where they spend the bulk of their time and can be a cost-effective way to get the word out about a brand.

Despite living in a digital world, there's no replacement for in-person experiences. In-person shopping allows you to make purchases in real-time and experience the product immediately. It removes the guesswork of ordering online, limiting the need to make a return.

The same in-person shopping advantages apply to traditional marketing. Receiving a tangible offer remains one of the most effective ways to get the message out about your brand. Some “experts” may try to tell you we’ve evolved past direct mail. But they’d be wrong. Research reveals Americans would be disappointed if they stopped receiving mail, according to a United States Postal Service study. Across the generations, people perceive direct mail as being more personal. It’s trusted more than email alternatives, and many prefer to read promotional messages via direct mail.

Welcome New Residents

Our Town America takes it a step further by focusing on new movers to help you attract new customers and build your loyal customer base. New movers spend more during their first year as they turn their house into a home. A new homeowner of a single-family home spends an average of \$9,250 more than an existing resident, according to the National Association of Home Builders.

Recent movers need to secure new doctors, dentists, hair salons and their favorite new grocery stores. They’ll also be on the lookout for their new favorite grocery store, pizza joint and coffee shop. Capturing new movers’ attention before they visit your competitor makes all the difference.

Benefits of New Mover Marketing

We send new residents a Welcome Package filled with proven offers to local businesses. The gift arrives as they unpack boxes, adjust to new routines and venture out into the community. Let’s explore the advantages of Our Town America’s New Mover Marketing program.

- **Proven offers.** We don’t send potential customers discounts. Our proven offers are free gifts designed to entice them to visit your establishment. Once they come through the door, it’s up to you to provide a memorable customer service experience to make them repeat visitors.
- **Clean lists.** At Our Town America, our mailing lists are updated each month to remain current. We collect data from at least 11 sources to ensure our lists are accurate and effective. This means no wasted coverage – no lost advertising dollars.
- **High ROI.** New Mover Marketing is a cost-effective strategy with a high return on investment. The one-time, upscale mailing makes a lasting impression.

- **Targeted.** New Mover Marketing allows you to target new movers. Our other direct mail programs allow you to send your message to customers depending on their income level, location, and household size, and our digital marketing program allows you to hit either or, or both!

Learn More About Our Town America

To learn more about making valuable connections with your customer demographic and the benefits of direct mail marketing, find your local Our Town America representative.