

NEW CUSTOMERS. EVERY WEEK.

"drip drop" marketing is Smart Marketing

It works like this: Rather than fork over your entire budget at one time, spend a little each week to keep a steady stream of customers coming back to your store while avoiding NEW customer bottleneck issues. Plus, it keeps more money in your pocket.

IMPORTANT: If your business depends on the local economy for revenue (i.e. w/in driving distance), then we do NOT recommend wasting your money on PAID digital advertising to get NEW customers. Rather, you should focus on the local marketing tactic that will grab the most attention and deliver the best ROI. Our "plastic" postcards will bring the most NEW customers through your door.



You Set The Budget

DripDrop Marketing is a weekly program, and your budget determines how many cards are mailed each week. You are in control.

We Target NEW Customers

We can do a radius search around your store, or you can provide us the zip codes to target.

YES, we can scrub/remove your current customers!!

We Analyze Your Response

We can run a Response Analysis so you know which prospects returned to your store. (Only available to operators that provide us with a current customer list).

Simply put: *DripDrop Mailers bring NEW customers through your door.*

- 2 break away offers
- High perceived value
- Thick, heavy, ultra high gloss plastic-like laminant
- Impossible to miss in the mail
- Rigid & durable
- Convenient to carry (pocket, purse or wallet)
- Long lasting impression



702.763.3747

www.DripDropMarketing.com

Not to scale...actual card is larger.

PLEASE RECYCLE ME! 

How does this NEW customer acquisition program work?

#1 ARTWORK.... The DripDrop Team will design a custom postcard for each store.

- You provide us with 2 strong offers and any other supporting images/logos you want to include.
- Each store will get a it's own postcard layout, and you can update your artwork/offers at any time.

#2 PROSPECT MAILING LIST.... We will purchase the mailing list.

- We will purchase the mailing list based on a radius around each store specific zip codes and/or carrier routes.

#3 CURRENT CUSTOMERS.... We will scrub/remove current customers from the prospect mailing list.

- We strongly recommend scrubbing out current customers so you can truly target NEW customers.
- We will run your current customer database (last 12-18 month only) through Address Validation & Correction software so we can scrub as many current customers as we can.

#4 PRINT & MAIL.... We will print & mail your cards on a weekly basis.

- We start mailing to the closest households first.

#5 RESPONSE ANALYSIS.... This is available if you provide us with your current customer list.

- This is a POWERFUL report that will show you the effectiveness of each campaign.
 - > Tracking coupons is only 1 metric (and where most operators make a mistake).
 - > This report gives you the WHOLE picture.
- We will match the “prospect” mailing list (households that received a postcard) against your current customer database to determine how many “prospects” addresses are now in your database.
- This analysis will be performed at 3 months from when the postcards were delivered to the mailbox.

Response Analysis (Sample)

Vehicle RESPONSE PERCENTAGE:	4.1%							
Total Visits RESPONSE PERCENTAGE:	4.2%							
Total Cards Mailed:	8,000							
Total Cost of Cards Mailed:	\$4,800							
Total Revenue from Respondents:	\$20,589							
LocationName	Count Households	Count Vehicles	OneVisit	TwoVisits	TotalVisits	Ticket Average	Revenue Total	
Location #1	48	48	44	4	52	\$66.91	\$3,479.15	
Location #2	25	25	25	0	25	\$60.84	\$1,521.05	
Location #3	53	55	47	6	62	\$63.72	\$3,950.58	
Location #4	46	49	44	1	56	\$58.74	\$3,289.59	
Location #5	53	66	38	4	46	\$59.37	\$2,731.24	
Location #6	65	81	57	2	91	\$61.73	\$5,617.21	
	290	324			332	\$61.89	\$20,588.82	