

THE **FUTURE**
...IS NOW

 **DYNAMIC**

INTERNET ADS SOCIAL MEDIA CALL TRACKING MAIL TRACKING

DIRECT MAIL 

A COMPLETE ADVERTISING CAMPAIGN



DID YOU KNOW?

90% of interested people will visit
a website before calling

96%+ will leave a website without taking action

Direct mail works.



Our product includes
a suite of
7 Digital Technologies
bundled together
in 1 package.

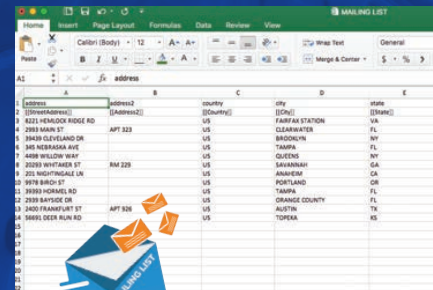




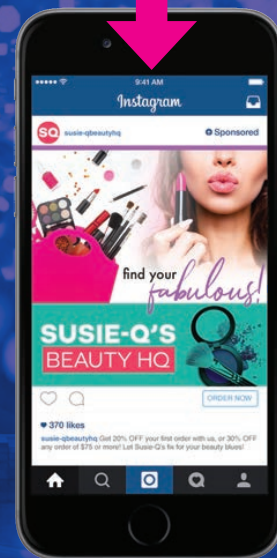
SOCIALMATCH

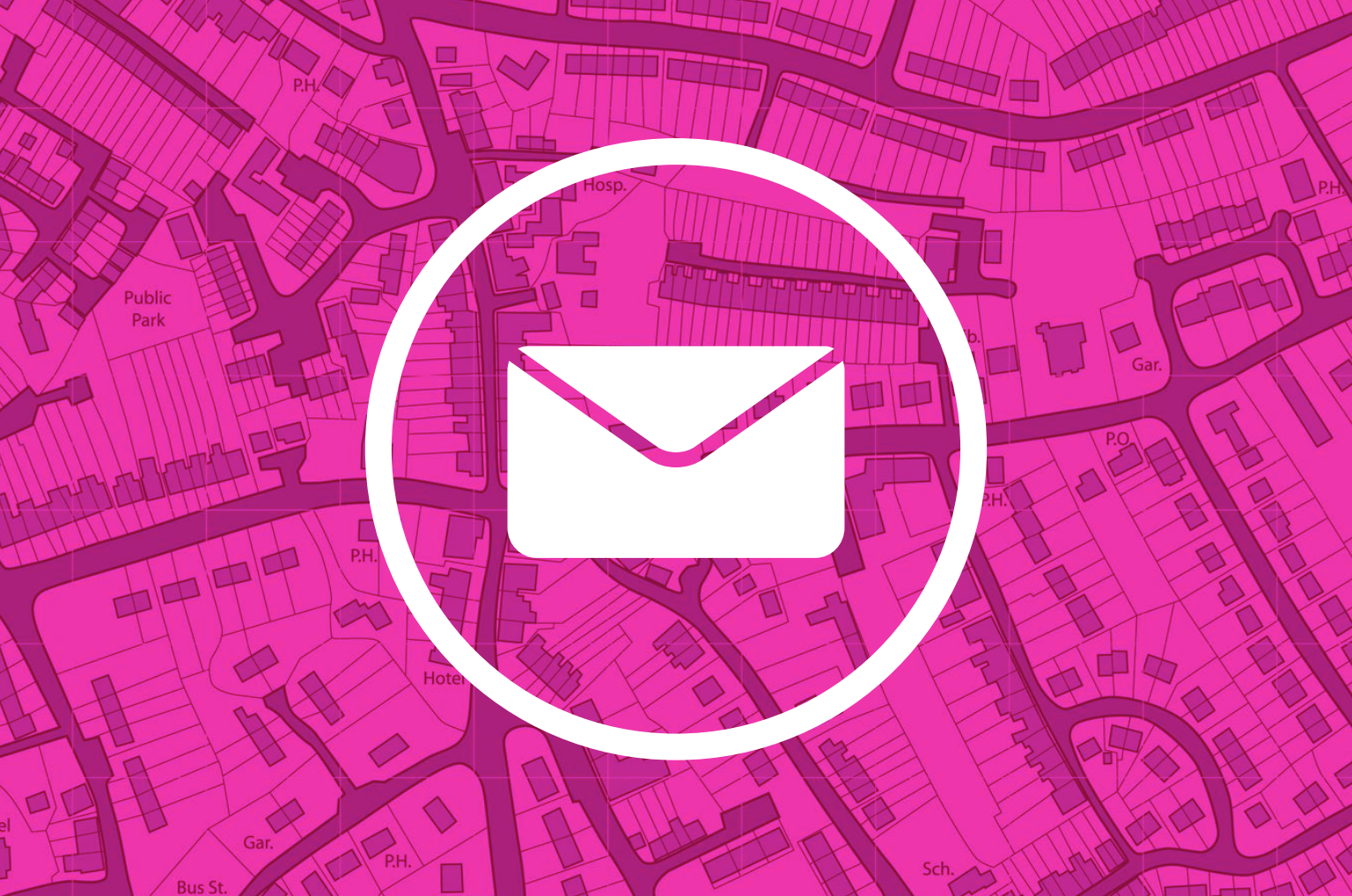
INCREASE YOUR CONVERSION BY MAXIMIZING EXPOSURE TO YOUR MAILING LIST ON SOCIAL MEDIA BEFORE THE MAIL HITS.

By using SocialMatch, we can deliver the same message from the mailing to your target markets' Facebook® and Instagram® accounts, warming them up to your marketing message.



address	county	city	state	zip
22119ADDRESS	(Address2)	(City)	(State)	(Zip)
8111 WINDY RIDGE RD	US	FAIRFAX STATION	VA	
2883 MAIN ST	APT 523	CLEARWATER	FL	
3849 CLEVELAND DR	US	BROOKLYN	NY	
965 NICHOLAS AVE	US	TAMPA	FL	
4488 WILLOW WAY	US	QUEENS	NY	
2029 WESTMINSTER ST	US	SAVANNAH	GA	
201 MIDWAY LAKE LN	US	ANAHEIM	CA	
3018 WASH ST	US	PORTLAND	OR	
13 3893 NORMEL RD	US	TAMPA	FL	
2 2018 WARDEN DR	US	ORANGE COUNTY	FL	
3 3400 FRANKFURT ST	APT 526	AUSTIN	TX	
3893 DEER RUN RD	US	TOPEKA	KS	





MAIL TRACKING

**PROVIDES YOU WITH TRACKING ON YOUR MAIL
DOWN TO THE PER PIECE LEVEL.**

Be prepared for the influx of new calls and online leads by knowing exactly when your mail is being delivered.

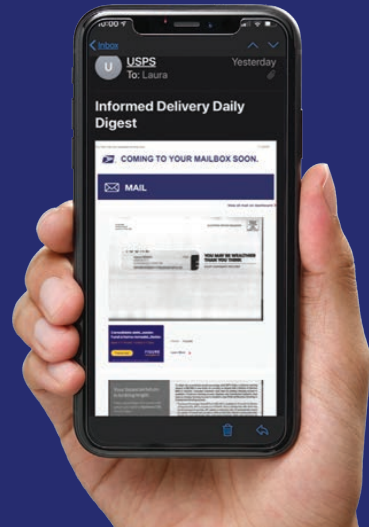




INFORMED DELIVERY®

TAP YOUR DIRECT MAIL CAMPAIGN INTO AN ENGAGED USER BASE THAT DELIVERS HIGHER-THAN-AVERAGE EMAIL OPEN RATES!

Digitally preview and manage your scheduled mail via daily email. Informed Delivery allows you to view greyscale images of the mailpiece which will also be accompanied with a full color, clickable ad, giving you another touch point to drive people to your website.





CALL TRACKING

KNOW EXACTLY WHO IS CALLING AS A RESULT OF YOUR DIRECT MAIL CAMPAIGN.

Know the effectiveness of your campaign by tracking and recording every call that comes as a result of the mailing.



CALL TRACKING

72

new calls received so far

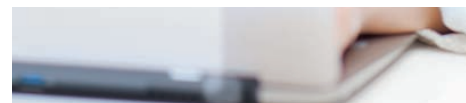
Incoming Call

Date | Tracking # | #Caller | Name | City

12/15 222-888-2288 222-999-3399 Robert Tampa

ST | Zip | Line Type | Recording | Duration

FL 34637 12345 YES 3:14





ONLINE FOLLOW-UP

INCREASE CONVERSIONS BY PAIRING YOUR DIRECT MAIL CAMPAIGN WITH THE GOOGLE® DISPLAY NETWORK.

Repetition is key to effective marketing – 80% of sales are made between the 8th and 12th contact. Online Follow-up ads keep your business in front of our your unique visitors.



A rectangular advertisement for Susie-Q's Beauty Ho. It features a pink and purple color scheme. At the top, it says "Premium products that help you look fabulous!" in a cursive font. Below this is an image of various makeup products including eyeshadow palettes, lipsticks, and a compact. A green button with white text says "LEARN MORE!". At the bottom, it reads "SUSIE-Q'S BEAUTY HO" in white on a purple background, followed by "Check out our deals! XXX-XXX-XXXX" in white on a pink background.

A horizontal advertisement for Susie-Q's Beauty Ho. It features a pink and purple color scheme. On the left, it says "SUSIE-Q'S BEAUTY HO" in white on a purple background, followed by "Find your fabulous! XXX-XXX-XXXX" in white on a pink background, and a green "LEARN MORE!" button. On the right, it says "Just a one-stop shop away from 'in beautiful you!'" in white on a pink background, with a small image of a woman's face.



SOCIAL MEDIA FOLLOW-UP

INCREASE CONVERSIONS BY PAIRING YOUR DIRECT MAIL CAMPAIGN WITH FACEBOOK® AND INSTAGRAM® .

3 BILLION active users on Facebook® & Instagram®.
4 HOURS average spent on Facebook® & Instagram® combined daily.

Be where your target audience is hanging out on social media. Deliver your marketing message on their Facebook® and Instagram® feeds, once again giving them another opportunity to go to your website.





LEADMATCH

IDENTIFY ANONYMOUS WEBSITE VISITORS AS A RESULT OF YOUR MAILING AND MAIL TO WEBSITE VISITORS WHO CAME NOT AS A RESULT OF YOUR MAILING.

You never knew who came to your website from your mailing...UNTIL NOW. LEADMatch is an advanced measurement solution that is able to track and measure the effectiveness of direct mail.

Get a list of who came to your website from the mailing list and what actions they took. Mail to unique visitors who came to your website who weren't on your mailing list.





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**Minuteman
Press.**

WE DESIGN, PRINT & PROMOTE...YOU!

1201 Milwaukee Ave., Burlington, WI
262.763.3000

www.mmpburlingtonwi.com



