

Getting Started with Neighbourhood Mail

Easy as 1, 2, 3



Smartmail Marketing
EXPERT Partner



Step 1: Choose your Target

Identify your target audience, geography and demographics



Audience

Houses
Apartments
Farms
Businesses

(Choose any)

Geography

Municipality (eg, Toronto)
Postal Code (eg, FSA = M1P)
Radius around location
Drive distance from location
Drive time from location
Custom borders (N-E-S-W)

(Choose one)



Popular Demographics

for residential distributions

Age
Household size (# of occupants)
Building Occupancy (rent or own)
Building Type (detached, semi-detached, etc.)
Building Construction Period
Household Income
Children at Home - Age

(Choose up to 3)

Step 2 : Choose Your Materials

What is the right material to communicate your message?

Is it a postcard, flyer, brochure, or maybe even a product sample?

Be sure to check out the mailing samples we've provided!

Draft your marketing piece using Troi's
5 Tips for Effective Neighbourhood Mail

- 1) Establish what your ideal customer looks like
- 2) Spotlight a strong offer with a time sensitive call-to-action
- 3) Ensure that your branding and colours **enhance**, not **distract**
- 4) Include a promo code for tracking leads and campaign success
- 5) List your core competencies - keep it short and sweet

Step 3 : Contact Troi Mailing Services



16-445 Midwest Road
Monday - Friday 8:30-5:30



416-757-5598



www.troimail.com



Peter Penesis
peter@troimail.com

Seamus Barton
seamus@troimail.com

SCENARIO

Let's say we have an electrician who wants to mail a promotional postcard to owned houses within a 10 minute drive of 445 Midwest. The vision for the project is 30,000 houses.



Audience: Houses



Geography: Drive time of 10 minutes from 445 Midwest



Demographics: Building Occupancy (Own), Building Type (Semi-detached, Detached)

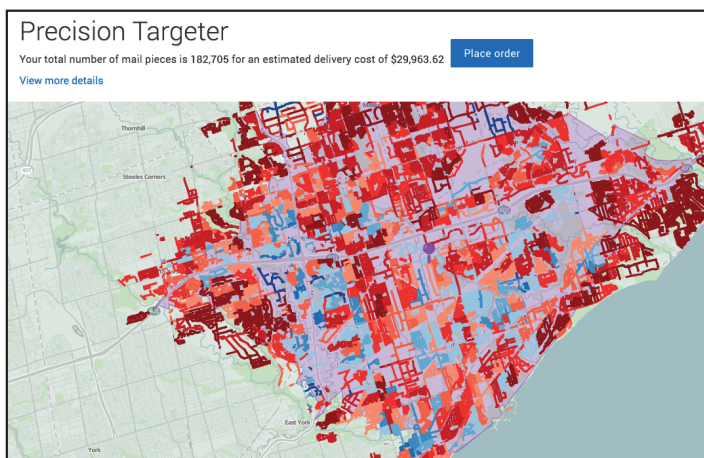


Figure 1

Canada Post's **Precision Targeter** provides a possible 182,706 homes!

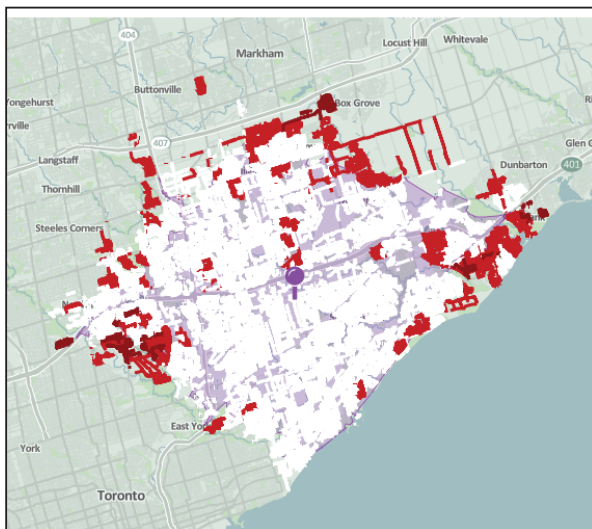


Figure 2

The electrician decides to add a third demographic of household income of at least \$60,000, and removes any letter carrier walk that doesn't meet 90% of the criteria...



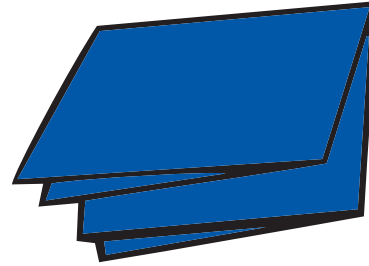
We're left with *Figure 2*, just over 30,000 households. Perfect!

MARKETING MATERIALS



Postcards

Size 8.5"x 5.5"
Double-sided, full colour
12 Point Gloss Cover
Trim to size & cross-bundle in 100s



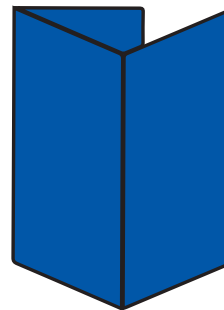
Brochures

Size 17"x11"
Double-sided, full colour
80# Gloss Text
Trim to size, fold to 8.5"x5.5" & cross-bundle in 100s



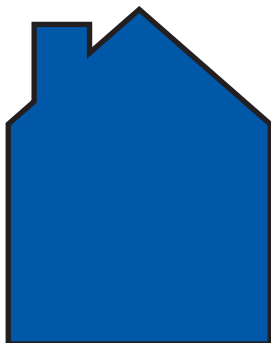
Oversized Postcards

Size 8.5"x 11"
Double-sided, full colour
12 Point Gloss Cover
Trim to size & cross-bundle in 100s



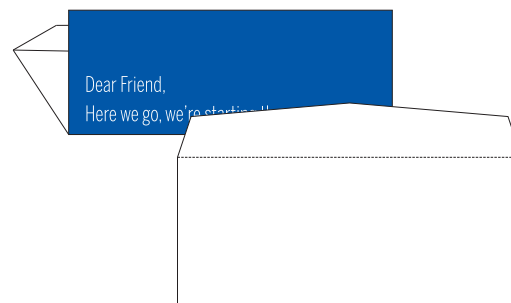
Flyers

Size 8.5"x 11"
Double-sided, full colour
80# Gloss Text
Trim to size, roll fold to 8.5"x3.67" & cross-bundle in 100s



Diecut Postcards

Size 5 x 7"
Double-sided, full colour
12 Point Gloss Cover
Diecut to custom shape & cross-bundle in 100s



Letters in Envelopes

8.5 x 11 Letter, Tri-Folded
Inserted into a #10 Envelope
Cross-bundled in 100s