## **NEW RESIDENT**

## **DIRECT MAIL PROGRAM**

Having long-standing loyal customers is a great benefit to any business, but targeting potential new customers families moving into your area and current residents — is vital to growing your market share. As people move to new cities they will need to find the basic services that everyone needs. Make sure your shop or service area is the first one they call when they have automotive needs.

The New Resident program introduces your business to newly relocated prospects with a marketing mailer featuring your hours of operation, services, directions to your business, and coupon specials of your choosing.

## You can include:

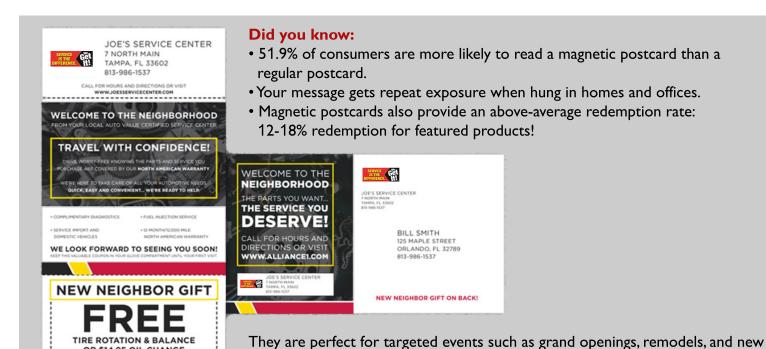
- Colorful and customized magnets
- Coupons and promotions
- Contact information and branding

OR \$14.95 OIL CHANGE

JOE'S SERVICE CENTER 7 NORTH MAIN TAMPA, FL 33602 813-986-1537

- Business cards
- Sales incentives

For more information on the New Resident program please contact your parts supplier.



local ZIP codes.

locations. Or, use your magnetic mailer as a new mover program targeted to

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confidence