

Direct Mail

Whether you're exploring direct mail for the first time or consider yourself a pro, our pizza industry experts will leverage your new materials to create a program tailored to your business and location.



UNIVERSAL PROGRAM

This mailing approach is designed to increase brand awareness, allowing you to stay competitive in the market and top of mind with your customers. You'll reach new customers, retain current ones and get a positive return on your investment.

WHY A UNIVERSAL MAILING?

- Reach the maximum number of customers in your area
- Use route demographic data to determine the best areas to target
- Create a stand-alone mailer that isn't bundled with other advertisers
- Individually address pieces to increase visibility and reduce waste
- Choose from weekly, biweekly or monthly mail plans

4-5%	\$3.50	10-15%
Average response rate	Average sales return for every \$1.00 spent	Average sales increase per year

(Solutions @ Work direct mail reporting, 2019)

“THE SOLUTIONS @ WORK PROGRAM OFFERS MORE THAN STANDARD MARKETING SERVICES. WE UTILIZED THEIR EYE-TRACKING TO PINPOINT MENU IMPROVEMENT AREAS. WE COULDN'T GET THAT SERVICE ANYWHERE ELSE! PLUS THEY HAVE GREAT PRICES ON THEIR MARKETING MATERIALS — THEY KNOW IF WE GROW, THEY GROW.”

Phil Bossart
Greenville Avenue Pizza Company
100-Percenter since 2013