

## TIPS FOR DIRECT MAIL SUCCESS

When working with a Solutions @ Work consultant, have a basic idea of your goals and benchmarks for success so your designer can craft the perfect piece designed to bring more people through your door.

**1**

Make a compelling offer to drive interest.

**2**

Have an expiration date to create a sense of urgency for customers.

**3**

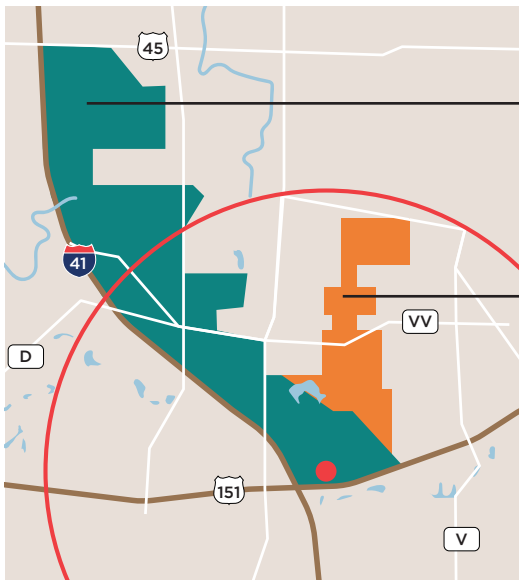
Include website, phone, address and social media. This is often overlooked.

**4**

Stay true to your brand with messaging that matches your restaurant's personality.

## PUT YOUR POINT-OF-SALE DATA TO WORK

Determine favorable mailing areas and reduce marketing dollar risk by utilizing your POS data. Our FREE market analysis identifies where your customers are, but more importantly, where they're not!



<b>HIGHER MARKET SHARE</b>	Current Customers:	142
	Potential Customers:	438
	Market Share:	24%

<b>LOWER MARKET SHARE</b>	Current Customers:	18
	Potential Customers:	394
	Market Share:	4%

Using your POS customer data report, we can discover the market share potential of specific areas to help you attract new customers, increase repeat traffic and improve profitability. Contact your POS provider for further information on how to access your report.

**Up to 90% of direct mail gets opened, compared to only 20-30% of emails.**

(Data & Marketing Association, Response Rate Report, 2018)

Scan to see direct mail pricing options

