

Welcome Programs

The Easiest and Least Expensive Way to Bring In New Customers.

One of the challenges that mature stores face is how to attract brand new customers to their establishments. While you can generate traffic by using a radio spot, mailing out some postcards, or placing an insert into the local newspaper, only a very small percentage of the traffic will be new customers.

Welcome Programs are a proven way to **drive new business** to your **locations**.

New to the neighborhood individuals and families are prime prospects for your company. Targeting these households is exponentially more effective than traditional “traffic building”, since a much higher proportion will be new customers with substantial lifetime value.

Why New Mover Mailings are a “Can’t Miss” Proposition:

1) **New movers are much more likely to respond to offers.** During the first few months after a move, prospects are establishing patterns in determining which stores they prefer. By taking advantage of this opportunity, companies are able to drive traffic to their locations at a much better rate than the normal shotgun approach to marketing.

2) **The long-term ROI is better.** Since 1 in 4 new movers who respond to an offer will become long-term customers, this program delivers more than just an initial spike in traffic. You can count on these customers visiting your stores an average of 3 to 26 times a year, depending on the industry you are in. The ROI on a *Welcome Program* is enormous when you consider the lifetime value of these new customers.

3) **It creates a positive first impression.** By focusing a new mover offer around a company’s highest satisfaction item, customers are more likely to walk away with a good experience. Additionally, just the fact that the customer is getting a deal often initiates that “warm and fuzzy” feeling associated with loyalty.



“We initially began using a New Homeowners Program at 23 of our slower performing stores. Within months we noticed a difference and over the 2 years we have been running the program, these stores have **increased their profits significantly**. Because of its **success**, we will be rolling out the programs to our over 100 restaurants.”

R.P., Director of Marketing - Pick Up Stix Restaurants