

# Special Occasion Direct Mail Experts

# Celebration Marketing



**Call Us Today!**

**856-831-7112**

1004 Industrial Drive, Unit 5  
West Berlin, NJ 08091

FIRST CLASS SOLUTIONS WITH MEASURED RESULTS

**2023**



**Birthdays**

**New Movers**

**Neighborhood Radius**





# Birthday Mailers

## A Positive Way to Market Your Business!



*Attract new customers each month  
and create loyalty with existing  
customers at the same time!*

- More than 70% of Americans eat out on their birthday with parties up to 6-10 people
- Birthday guests spend an average of \$78 per table
- The average birthday table is a party of 3-4 people
- Everybody loves receiving a personalized birthday card/offer in the mail
- Reach a new audience each month
- Family, friends & coworkers like to go out as a group to celebrate their birthday
- Birthday groups spend more money and tip better
- You will get additional word-of-mouth exposure when they post on social media or tell friends about their special event

*Birthdays are non-seasonal  
and recession proof!*

Celebration  
Marketing



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*Celebration Marketing  
is a great way to remember  
your neighbors  
on their special day!*





# New Mover Mailers

## A Great Way to Attract New Customers!



*Each card is personalized with the family's name!*

- Over 40 million people move in the U.S. each year
- 70% to 90% of new move-ins are families new to the area (United States Postal Service)
- The majority of new movers are 18-34 years old
- 80% try new products and services from local businesses
- New movers spend more on goods and services in their first six months
- More likely to become loyal and regular customers
- People moving into a neighborhood spend an average of \$9,400 on establishing their new house as home (2015 Epsilon study)

*Celebration Marketing has a proven record of getting results for businesses just like yours!*

*Celebration Marketing* 

FIRST CLASS SOLUTIONS WITH MEASURED RESULTS

*A personalized, "welcome-to-the-neighborhood" card with a sincere welcome gift certificate, mailed to all your new neighbors each month.*



# We do all the work!

## Our turn-key service includes:

- Customized design
- Full color printing front & back
- 100# silk finish
- Large 5.5" x 8.5" format
- Personalized with the recipient's name
- Mailing list license
- Demographic selects
- Precision mapping
- Addressing
- Standard paid postage through the USPS
- Measurable results with barcode tracking system



### Rate

The rate for each card mailed includes postage, printing and all the features listed above. Ask about our price discount for quantity of 1,000+.

### Quantity

Flexible - cap the quantity wherever you like subject to the minimum per month.

### Set-Up Fee

One-time fee covers card layout and design, initial artwork & proof.

### Participation Term

6-month initial participation; then, month-to-month. Cancel at any time with 30 days written notice.

### Demographic Selects

Depending on the program, we have several options to choose from such as age, gender, household income and dwelling type.

### Personalization

Each card personalized front & back with the person or family's name.

### Precision Mapping

Customize your mailing area by zip code, radius around your business or even down to the individual postal carrier route.

### 2-D Barcode Tracking System

Unique 2-D barcode tracking is included to help analyze the response, ROI and build a valuable customer database.

### Timing

Cards arrive in-home near the first of each month.

### Birthday

**\$1.40**  
per card

**400**  
cards  
minimum  
per month

### New Mover

**\$1.40**  
per card

**\*300**  
cards  
minimum  
per month

**\$89**

one-time

**6-month**

initial

**FREE**

(standard feature)

**FREE**

(standard feature)

**FREE**

(standard feature)

**FREE**

(standard feature)

**Monthly**

\*Any New Mover quantities below 300 are additional .30¢ per card



# Neighborhood Radius Mailers

## (Job Site Marketing)



*Turn one customer into more around your job sites!*

- Mail to the neighborhoods you are already working in. You will reach prospective customers with the same demographics and likely the same needs.
- Personalized with the recipient's name along with highlighting your current job's street/address or cross streets.
- Save time and money by having multiple jobs in the same neighborhood.
- Include a special discount while "in the neighborhood" to encourage quick response.
- Just give us the address of your current jobs and we will develop the mailing list.
- First Class postage for quick delivery.
- Custom designed postcards for your business and message.
- Customers often refer their neighbors to vendors making these leads "warm referrals" rather than "cold leads".
- Four mailing dates month available.



*As long as people have homes,  
those homes will need repairs  
and improvements.*

Celebration  
Marketing



FIRST CLASS SOLUTIONS WITH MEASURED RESULTS

# You focus on your jobs...we'll do the rest!

## *We do all the work. Our turn-key service includes:*

- Customized design\*
- Full color printing front & back
- Personalized with the recipient's name
- Mailing list
- Addressing
- Demographic selects
- Radius distance from job site
- Precision mapping
- First class paid postage through the USPS



## *Send postcards before, during and/or after your jobs are completed!*

Prices listed include printing, postage and mailing list data.  
Prices are per mail drop. Four mail drops per month available.

Minimum 500 total cards per mail drop (100 minimum per neighborhood).

\*One-time fee covers initial card layout and design, artwork & proof.

Quantity	Standard Mail	First Class Mail
500 - 999	\$1.40	\$1.45
1,000 - 4,999	\$1.37	\$1.42
5,000+	\$1.30	\$1.35

Effective date 7/1/23

### **Postcard 5.5"x8.5" • Initial set up fee \$89**

Additional ad versions will incur the following added costs each per mail drop:  
Address change \$5 per address • Address & Photo change \$10 per address



Celebration Marketing is a great way to reward loyal customers and attract new customers. We have been using both the **birthday** and **new mover** programs for the last four and a half years and have averaged between 20% and 25% redemption. Customer feedback has been extremely positive throughout the years, which is one of several reasons why we plan to continue the program indefinitely.

**Chris Richards**  
Owner, Greenmount Station



We have been advertising with Celebration Marketing for four and a half years and have seen excellent response. Through the **birthday** program, it has brought in many customers to our stores each month and we have gotten between a 15%-20% return. Being able to target our local market based on our own demographics such as age, gender, income and the kind of homes is extremely beneficial for us. I highly recommend this program to any business.

**Matt Barto**  
General Manager,  
Bowman's Home & Garden



We have been advertising with Celebration Marketing for over 4 years. This is the only print advertising that we do. This has attracted new customers as well as our regulars who also bring in new people to our restaurant. We get a huge response to these **birthdays** along with getting some large groups coming in. We will be mailing for many years to come.

**John Minadakis**  
Owner, Jimmy's Seafood



We have been advertising with Celebration Marketing since the beginning of the **Neighborhood Radius** card program and have not missed a deadline. Each deadline we send many new addresses to target and get as much referral business in neighborhoods where we have recently completed jobs. In addition to that, we also mail the same existing addresses a second and third time. Through the radius program we have been able to gain additional business in the neighborhoods we have targeted. I highly recommend this program to any home improvement company.

**Jonathan Salibrici**  
Owner, Peak Custom Remodeling

