

Introducing Mspark's Most Versatile Product:

TARGETED PRINT & MAIL

The product of choice to meet your evolving advertising demands

Targeted Print & Mail products (or TPMs for short) are two-sided, full color pieces that come in varying sizes. They allow you to target the customers most likely to do business with you all the way down to the carrier route level. Our Targeted Print and Mail products give you the flexibility to meet your advertising needs and budget requirements.

WHY CHOOSE TARGETED PRINT & MAIL?

TPMs are a great choice for promoting your locations for many reasons. This product can be targeted to the carrier route level which means that you can get your message to the right neighborhoods around your stores with no wasted ad spend. Another feature is the flexibility provided by 11 different pieces with varying sizes and paper weights to fit any budget. If you have one main offer you want to promote, you can go with one of our smaller sizes. If you are looking to promote several different offers, you can utilize a much larger piece to showcase full color photos of your various products. When you utilize our Targeted Print and Mail product, you are the only business featured on your very own full-color, two-sided piece.

TPMs are a great way to deliver your promotions and offers on a regular basis. We have many clients that use this approach because frequency builds results. The more they mail, the better their ROI.

So why choose Targeted Print and Mail? With a price tag of pennies per household, it's a cost-effective way to target your best customers and prospects from a full market, all the way down to the carrier route level.



TPMS ARE GREAT FOR:



NEWSPAPER
ALTERNATIVE



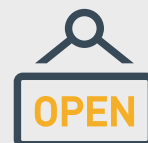
FREQUENCY
MAILINGS



INCREASING
TRAFFIC



GENERATING
AWARENESS



GRAND
OPENINGS

What is Targeted Print & Mail?

Our full-color TPMs are inserted into our package and held together by our Wrap product. We have 11 different sizes that allow you to say as much or as little as you need about your current promotions or featured products. Since they are contained in the Wrap, there are no envelopes nor plastic wrap. Just your marketing message.



HERE ARE THE MOST POPULAR SIZE OPTIONS FOR OUR TPM PRODUCTS:



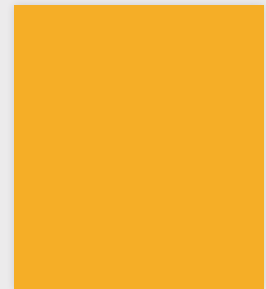
STANDARD SHEET:

8.5" x 11" size
giving you ample
room to showcase
your offerings



OVERSIZE SHEET:

10.5" x 11" size



MEGA SHEET:

10.87" x 12.25" size
for the maximum amount
of room to promote your
products and services



The key to my success was utilizing Mspark for my Grand Openings, followed by strong offers to entice new customers, while also keeping existing customers from moving to the competition.

– National Hair Salon Customer



Use Cases for Targeted Print & Mail

Here are some use case ideas for you to utilize our flexible and cost-effective TPMs to bring traffic and sales to your stores and/or website.

NEW MEDIA SOLUTION

As newspaper readership continues to decline (with only 25% of rural residents able to receive the newspaper), and the ever-increasing fragmentation of TV audiences, direct mail is becoming a “new” media solution for many advertisers. These traditional forms of advertising are failing to justify their cost, while direct mail is still able to deliver impressive results because everyone has a mailbox.

FREQUENCY

Using Targeted Print and Mail to run a campaign based on frequency is a great way to keep your brand and message in front of your audience. Frequency is a proven marketing tactic that can help remind customers of who you are and why they should shop with you.

INCREASE TRAFFIC

Many people find that getting customers and prospects through the door is one of their biggest marketing challenges. Once you get a customer through your door or on your website, the likelihood of a sale increases dramatically, but how do you get them there? You reach out to them by sending a TPM via our package to their mailbox with strong offers and compelling calls to action.



GENERATE AWARENESS

In addition to driving traffic, generating awareness is another tough challenge for businesses that is critical to overcome if you want to be successful. If a customer does not know who you are, you have automatically lost that sale. Much like the challenge of driving traffic, you can reach those prospects with your message via direct mail.

GRAND OPENINGS

Targeted Print and Mail products can be sent to a focused area to announce the opening (or relocation) of your store(s). You can advertise your grand opening in advance, advertise the day of the grand opening, and keep customers engaged long after your opening day has occurred.

[VIEW SUCCESS STORIES](#)



Driving Real Results with Targeted Print & Mail

SUCCESS STORY #1 REGIONAL GROCERY CHAIN – SINGLE LOCATION TEST

OBJECTIVE:

After seeing major success from a corporate mailing, a large regional grocery chain decided to change their marketing strategy from newspaper and television to shared mail.

MEDIA USED: Targeted Print and Mail – Oversize Sheet

MSPARK APPROACH:

- Saturate ZIP Codes around store location, reaching 150,000 households
- Utilize strong weekly offers to drive traffic throughout the month
- Incorporated gas & pharmacy offers with each mailing to further incentivize consumers

RESULTS:

11%-40%
INCREASE IN SALES

when the Mspark piece
hit mailboxes



Mspark works 100%, 200%, 300% better than anything else we're using... So well in fact, it was a big part of our decision to drop newspaper and tv company wide in 2018.

– Satisfied Client

Driving Real Results

with Targeted Print & Mail

SUCCESS STORY #2

DENTAL PRACTICE – SINGLE LOCATION TEST

OBJECTIVE:

Looking for a cost-effective advertising method, a dental practice chose shared mail to help gain new patients and grow their business.

MEDIA USED: Targeted Print and Mail Insert

MSPARK APPROACH:

- Target key split ZIP Codes around their location reaching approximately 15,000 households per mailing
- Mail in rotating areas with households who have a high propensity to use dental services
- Create an attractive ad to drive new patients



RESULTS:

50+

new patients averaged
across all mailings

\$125,000

coupons were redeemed
in the first week

\$7 IN SALES

for every \$1 spent
on shared mail

Driving Real Results with Targeted Print & Mail

SUCCESS STORY #2 FITNESS CHAIN – SINGLE LOCATION TEST

OBJECTIVE:

A fitness chain was researching ways to increase traffic and number of memberships and wanted to utilize direct mail for this location test.

MEDIA USED: Targeted Print and Mail – Oversize Sheet

MSPARK APPROACH:

- Target ideal consumers around location with a propensity to workout and/or visit a gym
- Use the Oversize Sheet to have a larger presence in the Mspark package
- Create an attractive ad focused on increasing the number of memberships
- Utilize aggressive offers such as “First Month FREE, no sign-up or annual fee!”

RESULTS:

CLIENT ROI DOUBLED

in the first two months

\$24 IN RETURN

for every \$1 spent
on shared mail




ABOUT MSPARK

We help companies reach people and grow their businesses by advertising to current and potential customers in rural America through shared direct mail.

Founded in 1988, Mspark is the premier mailing company serving rural America, with over 27 million households in our distribution footprint. The Mspark team prides itself on being a trusted partner for our 3000+ clients. Our value-oriented print and media distribution focuses on delivering measurable results and meaningful ROI in rural markets across America.

**LEARN HOW MSPARK CAN HELP YOU INCREASE
TRAFFIC AND SALES FOR YOUR BUSINESS.**

 **1-855-209-8881**

