

HOME SERVICES PROVIDERS:

# Remodel Your Marketing Strategy TO THRIVE IN 2021

Since the onset of the COVID-19 pandemic, more than 70% of Americans have tackled home improvement projects. It's a trend that is expected to continue, with \$400 billion in home services spending projected for 2021 in the U.S.

Now is the time to rethink your marketing plan to engage consumers as they research and plan home improvement projects and renovations.

## Raise Awareness

AND INCREASE ACTIVATION AND PURCHASE INTENT

The average cost per lead for home improvement and repair providers is on the rise, often exceeding \$100 currently. A multi-channel approach with online and digital raises awareness while direct mail increases activation and purchase intent, helping providers acquire customers at a lower cost.



### Did You Know?

Adding a direct mail component to your marketing mix gives you a powerful tool to help achieve your goals. Engagement with the mailbox is at an all-time high:



11 MINUTES spent sorting, opening and reading mail daily



79% look forward to checking their mailbox each day



69% increase in daily mail engagement since March 2020

DIRECT MAIL DOES MORE THAN SIMPLY ENGAGE CONSUMERS; IT drives awareness and purchase intent.

### PRINT + DIGITAL INTEGRATION

33%

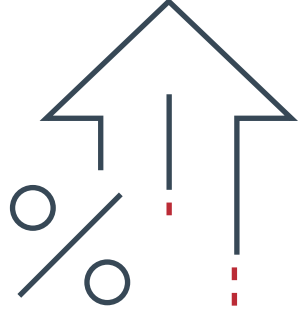
Advertisers achieve a 33% lift in unaided ad awareness when print is integrated with digital campaigns vs. digital-only campaigns.

30%

When print is paired with digital media, advertisers see as much as a 30% increase in response.

Print drives 11% purchase intent compared to only 4% with digital alone.

That's a **175% INCREASE** when anchoring your digital campaign with print!



### 3 WAYS MSPARK CAN HELP YOU get results YOU CAN BUILD ON INTO 2021 AND BEYOND:

1. The **Mspark Quick Response Mover Program** is a trigger-based solo postcard that gives our clients the flexibility to target pre- and new movers and reach their mailbox within 2-3 days when they are quickly making purchase decisions.
2. Because it mails outside our package, the **Impact Postcard** gives your message the benefit of looking like a stand-alone piece at a fraction of the cost of traditional postcard delivery.
3. Available in 9 sizes to maximize your budget and extend reach, our **Targeted Inserts** feature your business on a 2-sided, full-color piece that targets your ideal consumers with no wasted ad spend.



## Need More Proof?

See How Our Shared Direct Mail Has Helped Businesses Like Yours Drive Traffic & Increase ROI:

### HOME IMPROVEMENT

#### OBJECTIVE:

A national window replacement company turned to shared mail to increase sales, deliver unique messages to each household, and ultimately convert leads into customers.

#### SOLUTION:

Performed a single location test and analyzed surrounding zip codes to determine households likely to replace windows and patio doors. Targeted the best 64,000 households surrounding the store location utilizing the Impact Postcard with personalization based on lifestyle demographics to deliver relevant messages to each household.

#### RESULTS:

**\$65,000** IN SALES

with an ROI of \$50,400!

Every \$1 spent on shared mail resulted in

**\$3.45** IN SALES

## ABOUT MSPARK

Mspark, a national advertising company, has been delivering value-oriented advertising solutions through direct mail to partners since 1988. Mspark's comprehensive data-driven insights on consumer behavior helps organizations access and activate the target audiences they want to reach. With the ability to reach more than 116 million U.S. households, the Mspark team takes pride in being a trusted partner that delivers measurable results and meaningful ROI to more than 3,000 clients.

www.mspark.com

READY TO GROW YOUR BUSINESS?

