



Strata Company 

SmartMove

Next Generation
New Mover Marketing

NEW MOVERS: A DIRECT PATH TO NEW OPPORTUNITIES

New movers offer a unique opportunity to drive new business and establish brand loyalty. Consumers are actively looking for the best services, so you want to be one of the first businesses to reach out and make a connection.

The New Mover strategy is proven to:

- Drive increased foot traffic and sales
- Build awareness of additional products and services
- Create long-term relationships to increase CLV
- Deliver a greater return on marketing investment

Welcome to the New Generation of New Mover Marketing

Capitalizing on 20 years of experience in targeted new mover marketing, SmartMove is Strata's next-gen new mover marketing offering. It couples proven direct marketing strategies with tactile and digital experiences that match the evolving behaviors of the modern consumer.

First Impressions Make a Lasting Impression

SmartMove's multichannel marketing program gives you the power to get new movers to focus on you first.

- Smart targeting gets you in touch with the right people, and timely direct mailers quickly establish a connection with new residents as they settle in to their new home. Stay in their line of sight as they navigate online, and remain top of mind with ongoing drip email campaigns. Know who has engaged, what they're interested in, and get the data you need to maximize campaign performance and ROI.

About the Program

Core elements of the program include:

- **Robust Lists**
Multiple providers are sourced to create a timely, comprehensive list – a significantly more effective approach than single source vendors.
- **Multi-dimensional Targeting**
Targeting can be accommodated via radius, zip code (or zip plus 4), or gender as well as an income screen in line with your market area and strategies.
- **Multi-touch Mailers**
Up to 3 direct mailers are dropped over a period of time in line with your goals and our strategic recommendations.

- **Strategic Giveaways**
Branded premium items entice recipients to respond, and we offer complete fulfillment services for your convenience.
- **Response Mechanisms**
We offer both mail-in Business Reply Cards and eBRCs to accommodate the online vs. offline preferences of your target audience.
- **Digital Personalization**
Personalized URLs (PURLs) drive higher response rates, make direct mail response attribution easier, and help you quantify return.
- **Digital Advertising**
Optional digital advertising is available, with 30 ads matched to the IP addresses of your direct mail recipients.
- **Segmented Email Marketing**
Ongoing drip campaigns can be customized by interest and built around your strategies. Keep your target audience engaged and foster additional opportunities.
- **Online Response Tracking Dashboard**
Proprietary technology collects responses in real time, providing an immediate view into the performance of your campaign.



PARTNER WITH THE EXPERTS

So what is the best path to finding these new movers – and the most effective way to reach out?

Partner with a firm that excels in targeted marketing to this niche audience. Strata has over **20 years of leadership** in effectively finding and converting new residents in our clients' markets.



NOW'S THE TIME TO MAKE A MOVE

Take advantage of all that new movers have to offer your business.

Contact us for a free market analysis, pricing and recommendations:

Visit gostrata.com or call 610-941-6100

ABOUT STRATA COMPANY

Strata Company provides marketing services and technology solutions that help organizations meet their strategic marketing and communications objectives. With over 20 years of experience in targeted direct marketing and digital technologies, Strata is uniquely positioned to enable businesses to remain competitive in a rapidly changing market landscape.

In addition to the comprehensive New Mover program package, we offer a variety of in-house production and support services and smart technology solutions:

Production Services

- Graphic Design
- Email Marketing
- Landing Pages
- Variable Data Printing
- Mailing Services
- Marketing Fulfillment

Cloud-based Tools

- Marketing Resource Management
- Content Management
- Communications Management
- Automated Data Transfers
- Web to Print
- Online Ordering

Get started today.

Contact Mark Frisina at
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Learn more at gostrata.com



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