

USE THESE MARKETING TOOLS
TO CAPITALIZE ON CURRENT BUSINESS IN THE
NEIGHBORHOODS YOU'RE ALREADY IN.

We're in the Neighborhood!

Marketing Gold, Inc., your approved marketing partner, has specifically designed 3 tools to ensure awareness and gain credibility in the neighborhoods of your current and recent installations. The tools are designed to speak directly to the neighboring residents, letting them know who their neighbors are using, and trusting, with their flooring projects. Each may be fully personalized with your company name, company logo, web address, phone number, your message and a customizable offer.

In the Neighborhood Postcard - The postcard targets the neighbors of your recent installations. At the end of every month, you'll send us the addresses of your recent customers. Goldmark will then send out the postcard to the immediate neighbors of your customers.

In the Neighborhood Door Hanger - Utilizing the same design, targeted copy and personalization as the postcard, simply doorhang the surrounding residents of your current job sites with this professionally designed large, full-color doorhanger – a simple and affordable way to advertise your business.

Yard Sign - Gain exposure within the neighborhood! These 18" x 24" , weatherproof yard signs will make sure your company is seen by all in the neighborhood.

Combined, these marketing tools provide a cost-effective, targeted campaign that will ensure maximum exposure to the neighborhood and capture additional business opportunities – and that's the bottom line.



DIRECT MAIL POSTCARD



DIE-CUT DOOR HANGER

NEED NEW FLOORS?... We're Right at Your Door!

**YOUR FLOORING
COMPANY, INC.**

Your Local Flooring Professionals

123.456.7890

www.YourFlooringCompany.com

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