

Reaching 60,000 Homes

Asheville, North Carolina

Talk of the Town[®]

Asheville, NC

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Direct Mail Co-op
Booklet, Menus & Postcards



Call Tracking



Digital Display Ads

**Campaigns
With
Results**



We'll Make Your Business The Talk of the Town!

Asheville, NC

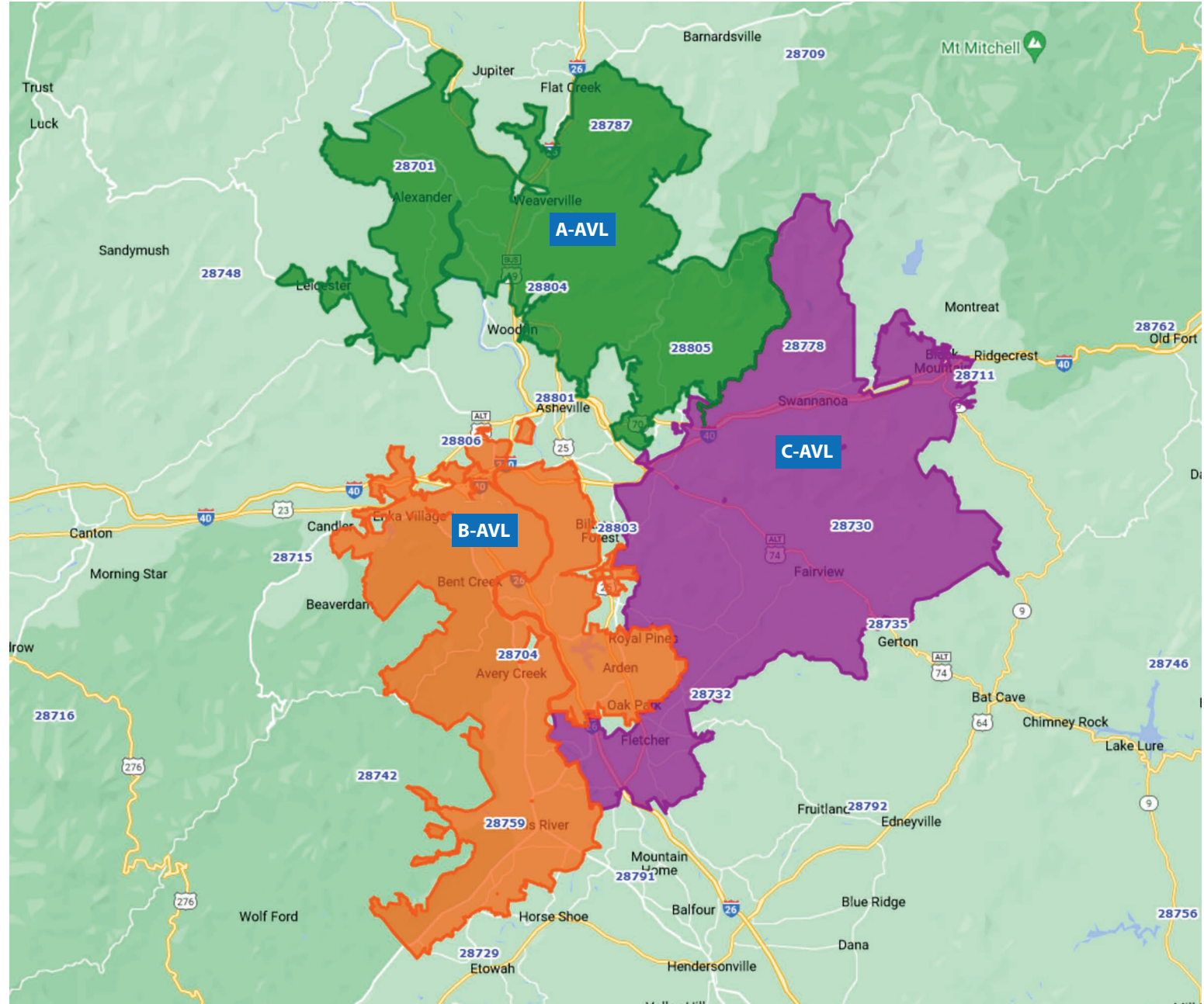
2025 DATES

IN HOME WEEK OF	ARTWORK DEADLINE
February 1–7	January 3
March 13–19	February 12
April 25–May 1	March 26
June 5–11	May 7
July 17–23	June 18
September 4–10	August 6
October 17–23	September 18
December 1–6	October 31

A ASHEVILLE
20K 28804, 28801, 28805, 28806
WEAVERVILLE • 28787
ALEXANDER • 28701
LEICESTER • 28748

B ASHEVILLE • 28806, 28803
20K MILLS RIVER • 28759
ARDEN • 28704
CANDLER • 28715

C ASHEVILLE • 28803, 28805
20K FAIRVIEW • 28730
FLETCHER • 28732
SWANNANOA • 28778
BLACK MTN • 28711



PRINT + DIGITAL. BETTER TOGETHER.

**WEBSITE & KEYWORD
SEARCH RETARGETING**



GEO FENCING

**CONSUMER VISITS YOUR COMPETITOR
AND IS SERVED YOUR AD**



**COMPETITIVE
CONQUESTING
WITH CONVERSION
ZONE TRACKING**

EVENT TARGETING



**MARKETING TO
INDIVIDUALS BASED
ON THEIR ATTENDANCE
AT AN EVENT**

ADDRESS LEVEL GEO-TARGETING



**SPECIFICALLY THOSE
RECEIVING YOUR AD
IN THEIR MAILBOXES**

**DEMOGRAPHIC
& BEHAVIORAL
RETARGETING**

**YOUR
DIRECT MAIL
ARRIVES!**



**24/7 DASHBOARD
TO MONITOR RESULTS**

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AUDIENCE EXTENSION OPTIONS

GEO FENCING & COMPETITIVE CONQUESTING

- Target the homes receiving your ad for multiple media impressions
- Target anyone who visited your location
- Target people that visited your competitors' locations
- Target your audience's relevant locations
- Enjoy seeing the results with our Conversion Zone Tracking

SITE RETARGETING

- 97% of first time visitors to your site do not convert
- With retargeting 70% come back to your site

SEARCH RETARGETING

- A better name would be **Research targeting**
- Searches may start with Google, but they end with the "rest of the internet"

EVENT TARGETING

- Direct marketing towards individuals based on their participation or attendance at a particular event

CALL TRACKING

- Track every call, measure real results, and maximize your ad campaign's ROI with call tracking



LOCATION
DATA IS
POWERFUL!

**BIG IMPACT, SMALL
INVESTMENT—DIRECT
MAIL ADVERTISING
DONE RIGHT!**



WE MAKE MARKETING SIMPLE!

- We'll help you develop **multi-channel marketing plans** designed to reach your audience across multiple platforms.
- We offer **audience-based programs** to deliver precision-targeted campaigns. You pick the audience, we deliver the RESULTS!
- We combine **print & digital solutions** to attract your perfect audience.
- Increased Campaign Effectiveness
- Better Brand Awareness
- Wider Reach and Audience Engagement
- Enhanced Sales and Inquiries
- Higher Conversion Rates

"Unlock the Power of Direct Mail and Digital—Better Together!"

YOUR PROGRAM INCLUDES

Use of the best digital tactics to reach your audience
5 Custom designed digital display ads
24/7 Secure link online reporting dashboard
Unlimited changes to keywords & geo fencing tactics

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