

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**



TalkoftheTownCoupons.com | Serving Local Businesses Since 1987

Asheville, NC

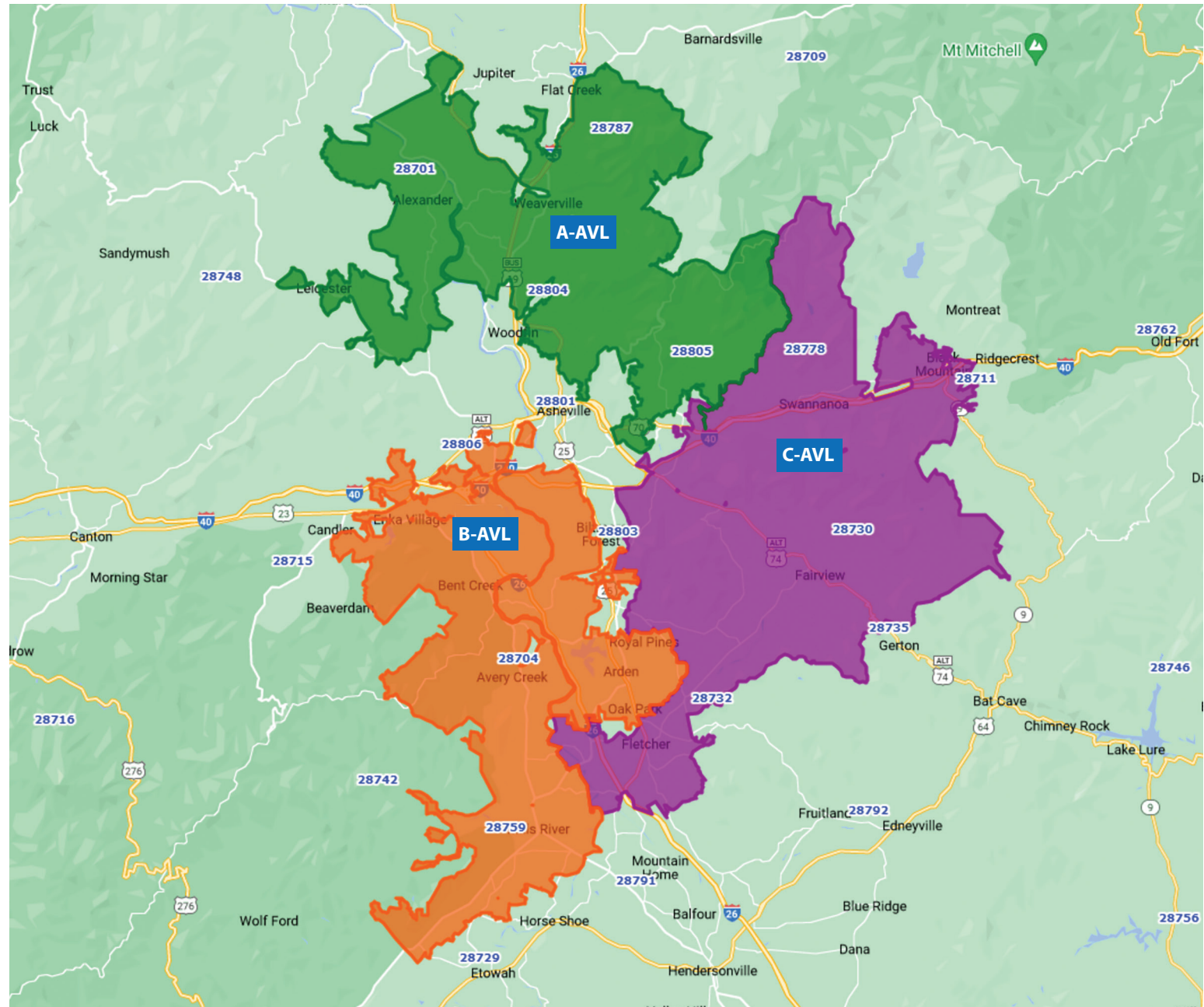
IN HOME WEEK OF	ARTWORK DEADLINE
October 15-22	September 9
Nov 30-Dec 7	October 29

February 4–11 January 19
March 18–25 March 1
April 26–May 3 April 8
June 3–10 May 17
July 15–24 June 24
Aug 30–September 6 Aug 12
October 14–21 September 28
November 29–Dec 6 November 10

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

20K MILLS RIVER • 28759
ARDEN • 28704
CANDLER • 28715

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



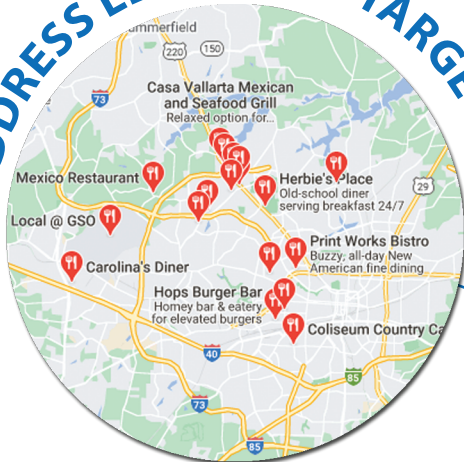
COMPETITIVE
CONQUESTING
WITH CONVERSION
ZONE TRACKING

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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