Reaching 60,000 Homes

Asheville, North Carolina

Talk of the Town®

Asheville, NC

Ty Fowler

ty@talkofthetowncoupons.com

828-677-2664













Direct Mail Co-op
Booklet, Menus & Postcards

Campaigns With Results

Call Tracking

Digital Display Ads

Talk of the Town® COUPONS Since 1987

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

Asheville, NC

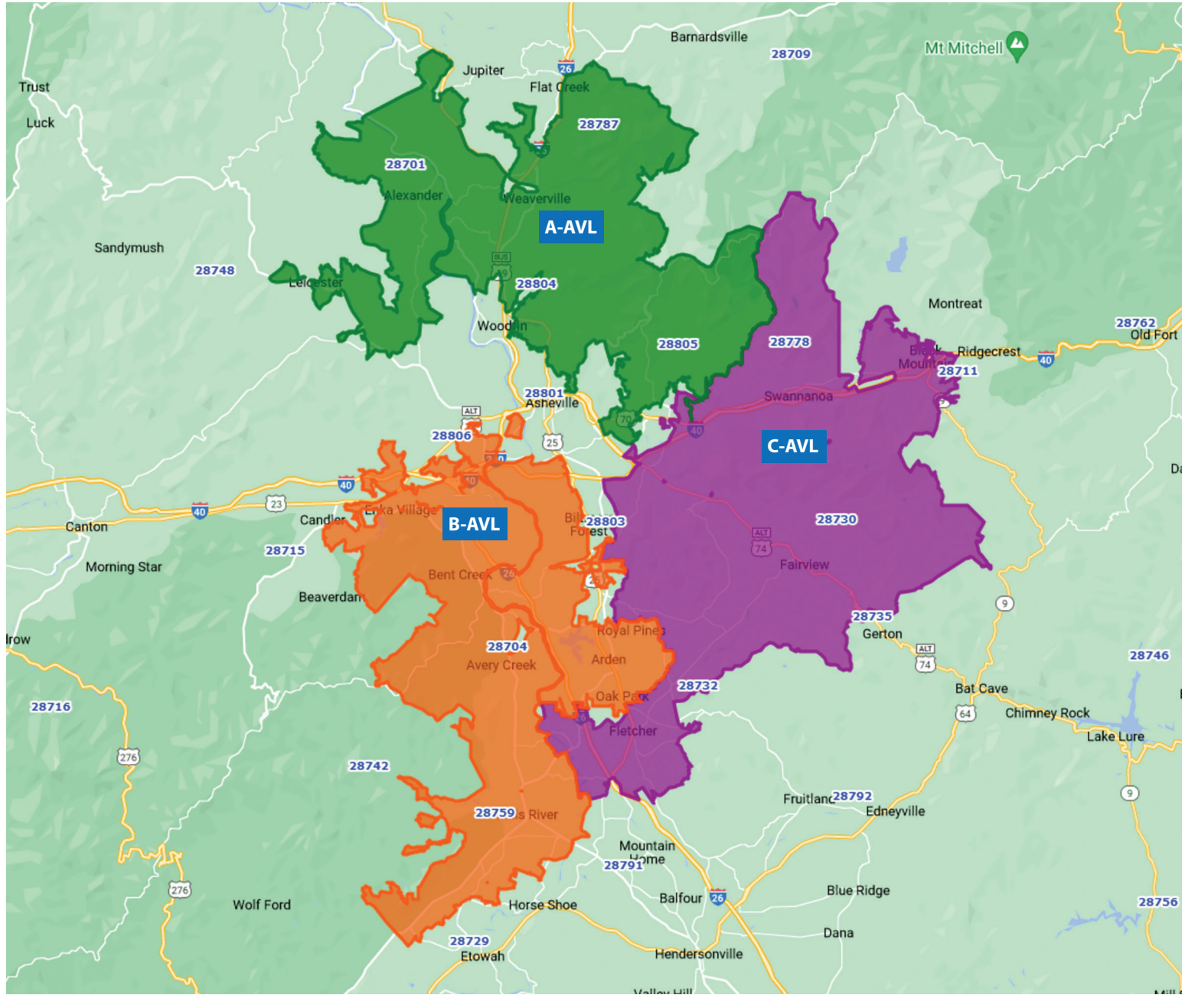
2027 DATES

IN HOME WEEK OF	PAGE RESERVATION DEADLINE
February 4–11	January 12
March 18–25	February 22
April 26–May 3	April 1
June 3–10	May 10
July 15–22	June 17
Aug 30–Sept 6	August 5
October 14–21	September 21
Nov 29–Dec 6	November 3

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

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

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



PRINT + DIGITAL. BETTER TOGETHER.

WEBSITE & KEYWORD SEARCH RETARGETING



DEMOGRAPHIC & BEHAVIORAL 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

24/7 DASHBOARD TO MONITOR RESULTS



YOUR DIRECT MAIL ARRIVES!

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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

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



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!"

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