PLUMB
RESPONSE
BUILDER

▶ HIGHER RETURN ON INVESTMENT

With Response Builder, you can keep tabs on your mailing with built in online mail tracking software, so you know exactly when to ramp up for more traffic, saving you money and frustration.

▶ NO LEADS LEFT BEHIND

Your Response Builder campaign includes a Google campaign that displays follow-up ads to your prospects all across the internet keeping leads warm until they are ready to buy.

▶ A FLAWLESS SALES SYSTEM

Included call tracking allows you to see the exact data and results of your campaigns (and record and listen to sales calls), which lets you quality check for better results as the results are rolling in – and in the future.

▶ HOW IT WORKS

Response Builder operates on multi-step process, where regular direct mail only operates on one. It is not a suite of services, but a seamlessly integrated system that maximizes your marketing impact. Instead of just sending out postcards, Response Builder consists of Postcards, Mail Tracking, Online Follow Up Ads, Social Media Integration and Call Tracking.
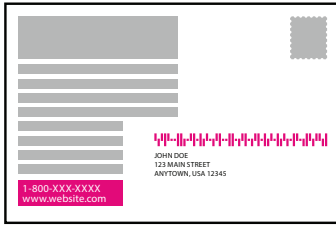
▶ HERE'S HOW IT ALL FITS TOGETHER:
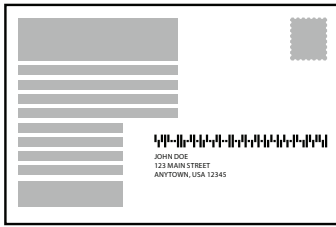
STEP 1: POSTCARDS ARE MAILED

Postcards are mailed to your target market. Postcards are a tried and true marketing medium that produces results by delivering your artfully designed and clearly written message right to your prospect's mailbox.

STEP 2: POSTCARDS ARE TRACKED

Your postcards are tracked with cutting edge barcode technology. Using a system we designed ourselves, we track the mailing process of your order. This allows you to know exactly when your cards are due to arrive in prospects' mailboxes. This helps you plan for the influx of new customers

STEP 3: AUTO FOLLOW-UP

Your new leads are funneled into an automatic follow-up system. Using the Google Display Network and the Facebook Audience Network, text and image ads matching your campaign's design and offer follow your website visitors around the internet after they leave your site. So if leads don't take the desired action (fill outa form, buy, etc.) on your website the first time, you stay in touch. No leads left behind.

STEP 4: CONTINUOUS IMPROVEMENT

You have the tools you need to keep improving your response. We use a unique phone number to track the number of calls your mailing generates. You can use this data to gauge the effectiveness of different strategies and marketing messages. It also records calls so you can check for quality in your lead reception and sales processes.

▶ FREQUENTLY ASKED QUESTIONS

DIRECT MAIL ALREADY WORKS GREAT FOR ME.
WHY DO I NEED RESPONSE BUILDER?

If direct mail is already working well for you, that is all the more reason to invest in Response Builder! The other three dimensions that are included in Response Builder were specifically chosen because they enhance the return on investment from your campaign. If it didn't make it better, we wouldn't have launched it!

IF DIRECT MAIL HASN'T WORKED FOR ME IN THE PAST,
WILL RESPONSE BUILDER MAKE ANY DIFFERENCE?

Absolutely! Many times we find that "failed" direct mail campaigns are actually not failures, but misunderstood results. Most people look at the number of responses to judge the efficacy of their campaigns. But the real way to judge success and failure is return on investment. If you make more than you spent – success! Call Tracking allows you to calculate this data very accurately. And when you do, you will probably find that your campaign was much more of a success than you thought! Plus, Mail Tracking, Online Follow Up Ads and Social Media Integration help boost the ROI.

HOW MUCH DOES RESPONSE BUILDER COST?

Response Builder typically adds 10-20% to the overall campaign cost. Since each campaign is custom made we can discuss the additional costs specific to your campaign. Keep in mind that a higher ROI actually puts more money in your pocket!