

MyDMpostcards.com Provides Weekly Postcard Mailing Option for New Homeowners

Dataman Group's new direct mail online print and mail solution – myDMpostcards.com provides users with the ability to mail to New Homeowners on a weekly basis.

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Dataman Group Direct is pleased to announce the newest option available to marketers – weekly postcard mailings to [New Homeowners](#).

Business owners can conceive, build and execute well-designed postcards specifically targeted to New Homeowners. These results-based designs are proven to generate leads and revenue — all with just a few clicks of the mouse.

“For years, our customers have been looking for an easy way to reach out to new homeowners each week, using direct mail. Because there are no minimums, [myDMpostcards.com](#), our new Postcard Design and Mail Portal makes it affordable for business owners. This allows them to consistently market to the very profitable new home owner market.” said Dataman Group President Dale Filhaber. “Postcard marketing offers a 100% open rate. A professionally designed postcard goes a long way to making a company’s marketing message and branding stand out.”

Direct mail response rates consistently perform best among all marketing channels when targeting prospects and customers alike, studies consistently show. Especially, with the New Homeowner cohort.

New Homeowners are a very dynamic market. In fact, New Homeowners typically purchase more



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products and services in their first six months than established residents spend in a two year period. Professional services, furniture, window coverings, pest control, water filtration, landscaping and electronics are some of the items on their lists.

Dataman Group Direct makes reaching this group via direct mail easy, providing proven, easy-to-redeem postcards targeted to New Homeowners.

The new online portal, myDMpostcards.com, makes it simple for users to create and send mailers

online. The experience begins with a gallery of on-brand mailer templates, which have been designed for the specific purpose of maximizing response. The artwork has collated successful design elements from thousands of successful campaigns, which really fine tunes the creative.

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Our customers have been looking for an easy way to reach new homeowners each week.

MyDMpostcards.com, our postcard design and mail portal, makes consistent newcomer marketing easy and affordable.”

Dale "Data Dale" Filhaber

Marketers can customize their cards by adding their own design features. These can include staff or location photos, the offer, call to action and contact information.

From there, users have the ability to upload their mailing list. The list professionals at Dataman Group work with their clients to create a targeted mailing list that suits their needs and outputs the data in an easy-to-upload format. Mailing lists can be tweaked to fit any budget or campaign goal – with no minimums on quantity. This is especially true of weekly [new homeowner programs](#). Clients can receive as few as 50 new homeowner names each week, if that's what is in their area.

Once the design and mailing lists have been finalized, business owners can choose their mail date. Plus, their mailings can be tracked within the portal.

Dataman Group has been in business for over 40 years and has provided thousands of clients in the United States with high quality data. Dataman Group is best known for the New Homeowner list, which is provided on a weekly basis.

For more information on about Dataman Group Direct, please visit:



<http://www.datamangroup.com/> or call (800) 771-3282. Please follow Dataman Group on Twitter, LinkedIn and Facebook. If you are interested in more information, please email dale@datamangroup.com.

Dale Filhaber
Dataman Group Direct
+1 561-451-9302

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The postcard features a family of four (mother, father, and two children) sitting on the floor with a dog, surrounded by moving boxes. The headline reads "WELCOME TO THE NEIGHBORHOOD!" in large blue letters, with a sub-headline "Get your FREE Water Evaluation on us!" in a script font. To the right, a blue sidebar titled "New Homeowner Specials!" lists three offers: "offer1", "offer2", and "offer3", each followed by a "discclaimer" link. Below the family photo, three circular icons represent "Purified Water for Better Health", "Fresh, Clean Water from the Tap", and "Energy Efficient to Save You Money". At the bottom, a yellow bar contains the text "cta", "phoneNumber", and "websiteAddress". A small graphic of a water drop with the word "SAMPLE" inside is located in the bottom right corner.

Sample New Homeowner Postcard for Water Quality Dealers

This press release can be viewed online at: <https://www.einpresswire.com/article/574165631>

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