RealGreen
by WORKWAVE

Direct Mail

WorkWave Print Marketing will help you with every aspect of direct mail – from custom design to list curation to campaign tracking. Our experts will craft print marketing campaigns guaranteed to help grow your business!

HOW IT WORKS

WorkWave Print Marketing's data-driven system means that all of your direct mail campaigns will be strategically targeted. We'll purify your data, add the right people to your lists and then create, mail and track postcards, marketing letters, prepays, invoices...basically anything you can stuff in a mailbox. We're backed by a team who understands your industry and is dedicated to helping you grow. When you partner with WorkWave Print Marketing, we do the hard work for you:

- No mail lists required
- No mailing permits required
- No hidden costs or fees
- No USPS paperwork required (we do it for you)
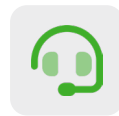- No USPS drop off required (when you let us do the legwork)

FULLY INTEGRATED WITH THE #1 SOFTWARE FOR THE GREEN INDUSTRY

Marketing integration, direct mail and list services

Mobile integration for dynamic routing updates

Training and support is based in the U.S.

Complete digital and print marketing services

Marketing Data That Matches Your Ideal Customer

We help you determine your "ideal customer," then match marketing data to them. With WorkWave Print Marketing, you won't pay for list records you can't use, aren't relevant or will never convert. Don't waste money marketing to customers who aren't likely to buy!

New Homeowner Lists

More than 400,000 people in the U.S. move every week – and they're going to need the kind of services you provide. If you aren't adding new homeowner data to your marketing lists, you're missing easy sales opportunities. New homeowners are likely to purchase from the first company that reaches them. That should be you!

First Connect

People still use landlines. Are you ignoring them? Our First Connect lists get an unparalleled match rate of 25-35% – the best in the industry! Reach out to new potential purchasers fastest with a First Connect list.

List Cleansing

Nothing wastes your budget like dirty data: Minimize spend while maximizing results by sending to a clean list. People are more likely to respond when they receive mail addressed to them and not someone who lived in their house 12 years ago! We'll make sure all your records are up-to-date and postal-ready.

Cancel & Reject List Verification

Cancels and rejects in your system that are a year or more older should be verified – it's possible that those customers have moved. Make sure they're still where you think they are with our Cancel & Reject List Verification service.

Every Door Direct Mail

Every Door Direct Mail helps you reach every household in your market or new market area. You can search which areas you want to target and let us know, let us suggest the areas best for you, or research them together. EDDM is a great tool to grow a new market or territory with cost-effective saturation mail.

IT'S AS EASY AS 1-2-3-4

1 Intially, we generate a Customer Profile Report based on all your current customers in Service Assistant (SA5).

2 We generate Target Marketing Count Reports by segment decile (segments determined by your current customer data within SA5).

3 Once reports are generated, you then choose the segments you want to obtain data for.

4 We obtain the data records and upload to your SA5. You start marketing with specifically targeted data for your area.