

## **Going Green Campaign FACTS**

**Postcards are affordable and effective – they provide a great bang for your marketing dollars.**

**The “Going Green” campaign is a copyrighted marketing campaign that WILL bring in phone calls of parents looking for childcare. Sit back and prepare to answer the calls and schedule the tours.**

You must be willing to negotiate tuition rates to fill your open spots. Keep in mind that an open spot brings in \$0 per week – a negotiated rate of \$100 (or whatever you decide is your bottom rate) is better than \$0! Parents enjoy feeling like they are in control of their child care costs and your center will come out looking great for offering such a great service to your community. **The “Going Green” campaign really works!**

### **Top Quality Printing**

Our postcards are printed Full Color on the front side and black and white on the back. All postcards are produced on heavy 14pt stock. Additionally we apply a high gloss UV coating to the non-address side. This really makes the color “pop” and the postcards stand out in the mail!

### **Fast Turnarounds**

Postcards are printed and mailed 5 to 6 business days after proof approval and list processing. Need them faster? With our expedite service they can be in the mail in as little as 3 days. Call us for details.

### **Wholesale Pricing**

Why pay high prices when you can get top quality postcards and outstanding customer service at wholesale rates. Our prices are extremely competitive.

### **Postcard Designs**

One of the biggest keys to success, with direct mail marketing, is to have a postcard design that not only looks good (professional and eye catching) but will also get people to respond. It does not matter how pretty and colorful your postcard design is - if it does not have the right design elements (attention grabbing headline, call to action etc...) it is not going to pull a good response. At MKC Web Design we know what works and what doesn't. Our graphic designers know how to create postcard designs that will get great results.

### **Mailing Lists**

It's simple - We know that providing our clients the most accurate and up-to-date direct mail lists available will result the highest response rates possible. That's why for our mailing lists we use high quality data from InfoUSA.

We target your mailing to include only households within a 5 mile radius of your center with children present in the home. There is no point in wasting your money sending cards to homes too far away or without children. We stretch your marketing dollars farther with our targeted campaign.

### **Return on Investment:**

An average 1 child enrolls per 200 cards sent: assuming the weekly tuition rate of no less than \$100 per child:

1000 postcards would bring in 5 children and \$500 per week in tuition: Within 2 weeks the campaign would be paid for and you would have \$500 per week ongoing!

2500 postcards would bring in 12 children and \$1200 per week in tuition: Within 2 weeks the campaign would be paid for and you would have \$1200 per week ongoing!

5000 postcards would bring in 25 children and \$2500 per week in tuition: Within 2 weeks the campaign would be paid for and you would have \$2500 per week ongoing!

\*\*\*Payment is due in full at time of order: Visa and MasterCard accepted\*\*\*