

# TVL's Top Ten Reasons TO USE DIRECT MAIL

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| 1.  | Generate Leads/New Customers   |
| 2.  | Increase Customer Loyalty  |
| 3.  | Improve Sales Reach and Efficiency   |
| 4.  | Announce Store Hours / Sales / New Locations                               |
| 5.  | Generate Store Traffic & Increase Average Purchase / Generate Higher Sales |
| 6.  | Augment Media Advertising to Top Prospects and Select Customers            |
| 7.  | Better Response for the Money than other types of Marketing                |
| 8.  | Allows Selectivity of Audience   |
| 9.  | Allows for Personalization   |
| 10. | Allows for Measurability & Flexibility                                     |

WONDERING IF DIRECT MAIL IS RIGHT FOR YOU?  
Call your TVL rep for a **FREE** brainstorming session!

*Mail is the only medium with the potential to reach approximately 140 million addresses 6 days a week.*



TREASURE VALLEY LITHO

*Helping clients succeed with their printing projects and direct mail programs.*