

Why Coupon Mailers Are A Great Way To Stretch Your Ad Dollars

We're living in a time where small business owners have seemingly endless choices for advertising. But even in the age of new digital marketing channels, one medium has remained a powerful business driver for local businesses - direct mail.

It's not magic. It's just the reliable, cost-effective way advertisers have been putting their message in front of consumers for years. Advertising in direct mail publications have many serious benefits for small business:

Coupons span generations

We're going through a smartphone revolution, but not everyone is jumping on that bandwagon. Putting your ad dollars in direct mail assures your message will reach young and old, tech-savvy and tech-phobic alike.

Coupons have "long legs"

It sounds old-fashioned, but it's true - people hang onto coupon magazines. They find long-term homes - like on kitchen counters and in cars - when customers see the value it brings them. With mailers typically shipping every 2-3 months, that gives your brand remarkable staying power.

Coupons promote repeat business

Most ads in coupon mailers feature multiple coupons or offers. When you give customers multiple opportunities for value, it encourages them to come again and again.

Coupons reach the right people

When you advertise in coupon mailers, you're getting your message in front of a highly-targeted pool of consumers who have money to spend on you.

Coupons are highly-measurable

Not all forms of advertising are created equal. Do you know if the money you're spending is translating to customers? With coupons, you have a way to physically track your return on investment. You see results with every coupon you collect.