

Leverage your current customers to attain new ones — our turnkey **direct mail** options make it easy.

It's no secret, the most effective advertising is the kind that comes from good word of mouth. So how do you get your customers to act as ambassadors for your business and deliver strong leads? Ask them to. It's as simple as mailing one of the four direct mail packages below. Each mailer encourages your customer to discuss their pre-need plans with friends and loved ones. It then asks them to refer anyone they feel would be interested in pre-planning final arrangements.

With a freshly polished mausoleum, it's the perfect time to contact your customers. Choose from four direct mail packages we can send to your customers to request referrals.

Personalized Letter with an Enticing Envelope Tagline ◀

The envelope can say something as simple as "Important Information from [Your Mausoleum Name]." Inside, you'll share news about the refinishing that's taken place in the mausoleum as well as any other news you wish to impart. At the end of the letter, your customer will be asked to share any referrals they may have via phone or business reply card.



Tri-fold Self-Mailer

This type of mailer most resembles a brochure. It will communicate the information discussed in option 1, as well as any other information you wish to share. The business reply device can be as simple as a request for a phone call, or a business reply card with a perforation and instructions for return.



Small Self-Mailer ◀

This is simply a shorter version of option 2. It is also the least expensive of all of our direct mail packages. As with the options mentioned above, we will work with you to develop a message that is both direct and effective.



▶ YOUR Choice — Customized to Suit Your Needs

This option is all about you and the way you'd like to reach out to your customers. After all, no one knows your audience better than you do, and we recognize that. We'll work with you to develop the kind of communication you always wanted to send your customers.

The next step is yours.

Your mausoleum is professionally maintained and newly polished. Now contact your current customers and employ them to attain new ones.

Call Jeff Schobel at **PMSI Direct** — **800.238.1316** — www.pmsidirect.com