



RSVPSM

UPSCALE OFFERS FOR LIFE & HOME

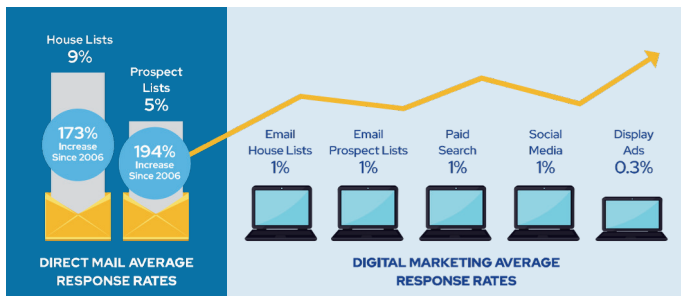
TARGETED DIRECT MAIL

Put your stamp on success!

For more information at (310) 901-5611

As an RSVP Franchise Member, you'll help local businesses grow with RSVP Luxury Card Packs targeted to select, upscale audiences. But do printed mailers still deliver in this digital age? Research tells the story.

DIRECT MAIL RESPONSE RATES ARE SOARING



Source: 2017 Direct Marketing Association (DMA) Response Rate Report

DIRECT MAIL CONNECTS WITH AUDIENCES

IT'S PERSONAL
Personalizing direct mail with your prospect or customer's name **increases your response rate.**

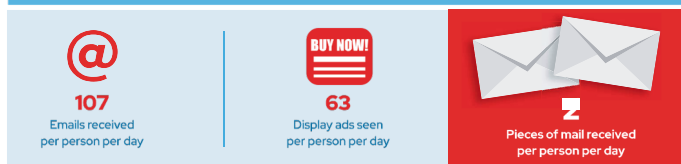
IT'S ENGAGING
Your potential customers' brains are **20% more engaged and motivated** by print advertising like direct mail.

IT'S TRUSTWORTHY
56% of people feel print advertising is the most trustworthy form of marketing.

IT'S MEMORABLE
People are **70% more likely to remember** a business seen in print vs. online.

Sources: DMA | Canada Post | InfoTrends | Canada Post

DIRECT MAIL COMMANDS ATTENTION



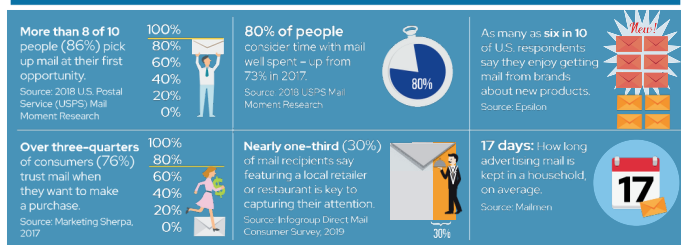
Source: Mail Shark

DIRECT MAIL DRIVES CONSUMER ACTION



Source: Mail Shark

DIRECT MAIL IS WELCOMED AND TRUSTED BY RECIPIENTS



DIRECT MAIL + DIGITAL MAXIMIZES RESPONSE



Contact Morris Shamouni for more information at

(310) 901-5611