



WORKWAVE®

Print Marketing

Let WorkWave Handle Print Marketing While You Focus on Growth

Targeted Direct Mail That Brings Results – Without the Hassle

HOW WE WORK

2204

Too busy for marketing? We've got you covered. WorkWave Print Marketing's direct mail services find new customers, grow your revenue and give you time back by handling everything from start to finish. Our targeted campaigns and streamlined printing services deliver new business while saving you time and money.

WE WILL HELP YOU:

Identify the right prospects

Generate solid leads

Craft effective messaging

Retarget with smart follow-ups

WHAT WE CAN DO FOR YOU:



Ideal Customer Targeting

Do you know your ideal customer? We do. We identify and target your perfect prospects using advanced demographic and geographic data so you're not wasting time and money on the wrong people. Market to the customers most likely to buy.



List Cleansing & Data Updates

Our comprehensive file update process removes outdated, duplicate and invalid contacts, maximizing your mail delivery rates and ROI while reducing waste. Keep your marketing on target with data that delivers.



Cancel Reject Verification

Past customers and inactive prospects already know your brand, making them incredibly valuable targets. But outdated contact information could mean missed opportunities. We'll update old records and confirm current details. Don't let stale data prevent you from turning lapsed contacts into new revenue.



Create a Strategic Plan

We develop customized direct mail strategies tailored to your business goals, seasonal patterns and local market conditions for maximum impact and results.



Smart Retargeting

Turn interest into sales with our advanced retargeting system using Personalized URLs (PURLs) and QR codes (PQRs). We deliver tailored follow-up content to prospects who've engaged with your initial campaigns, creating a personalized experience that drives conversions. This data-driven approach is essential for maximizing your marketing ROI.



Every Day Direct Mail

EDDM helps you reach every household in your market or new target area. Search potential target areas and let us know, have us suggest the areas that we think are best, or we can work together to determine where to target. Consistent, automated campaigns keep your business visible year-round. Set it once and let us handle the ongoing execution while you focus on serving customers.

READY TO GROW YOUR CUSTOMER BASE WITHOUT THE MARKETING HEADACHES?
CALL (248) 694-2200 OR EMAIL TO PRINTMARKETING@WORKWAVE.COM