

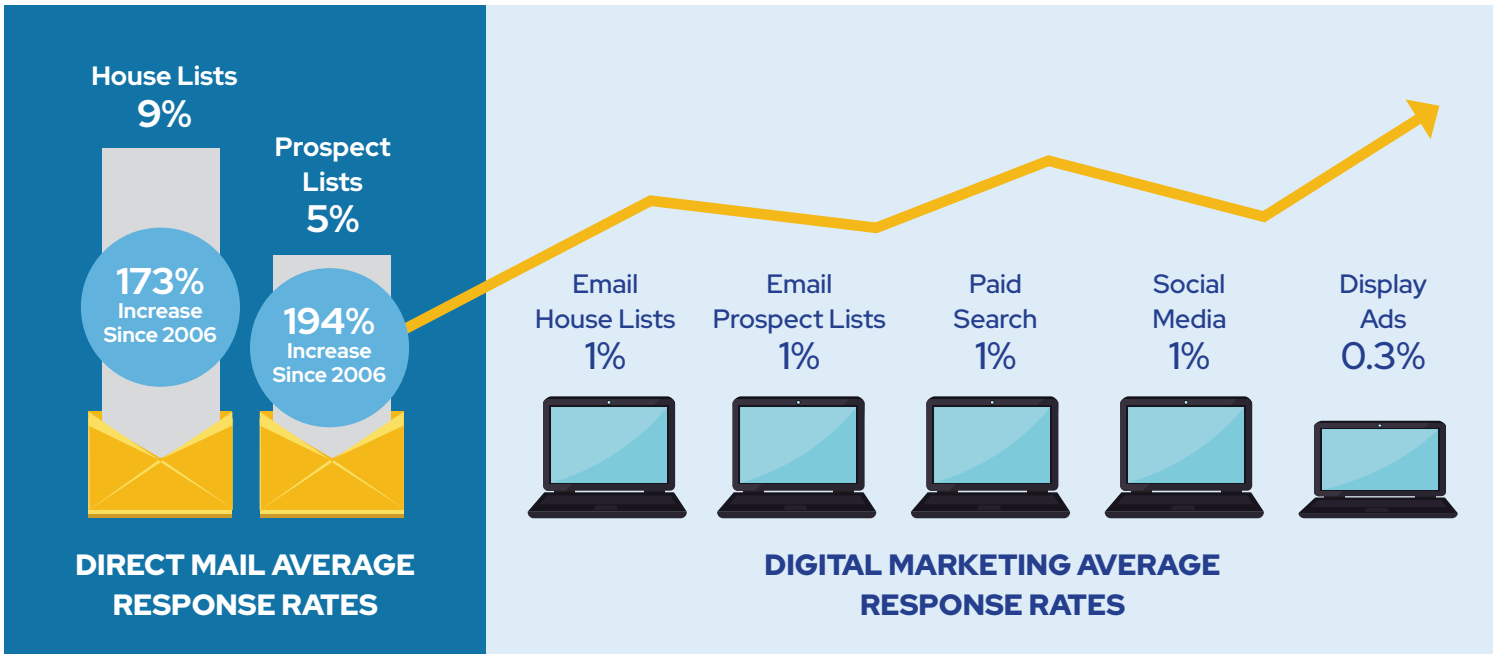
TARGETED DIRECT MAIL

Put your stamp on success!

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.



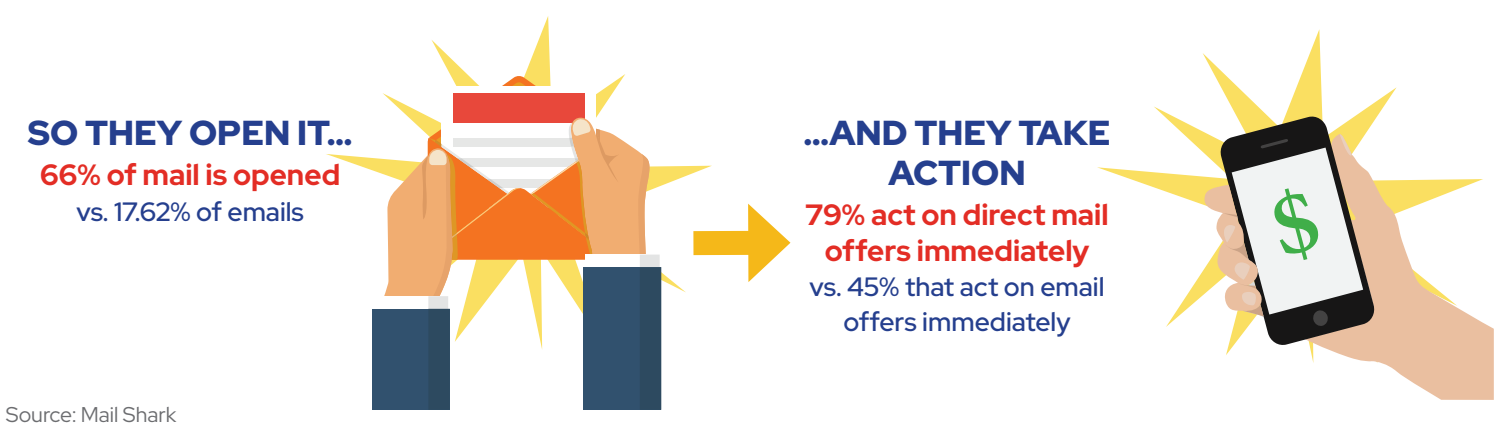
IT'S MEMORABLE
People are 70% more likely to remember a business seen in print vs. online.

Sources: DMA | Canada Post | InfoTrends | Canada Post

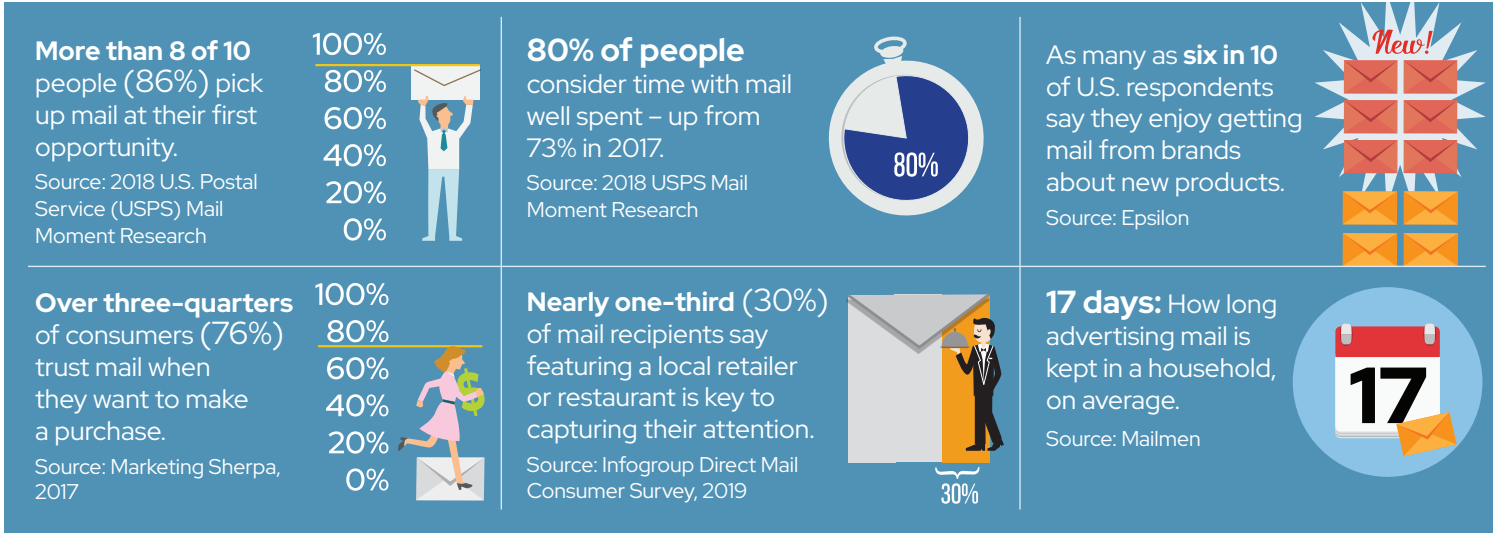
DIRECT MAIL COMMANDS ATTENTION



DIRECT MAIL DRIVES CONSUMER ACTION



DIRECT MAIL IS WELCOMED AND TRUSTED BY RECIPIENTS



DIRECT MAIL + DIGITAL MAXIMIZES RESPONSE



WANT TO LEARN MORE ABOUT FRANCHISING WITH RSVP?

Call our RSVP Development Team at 833-864-RSVP.
Prime franchise locations are available throughout the United States.