

ASENDO

A complete service from lead generation to delivery





Connecting you with the right people, at the right time

Are you looking to connect and engage with your target market? Do you want to generate awareness of your brand? Are you looking to boost sales and enquiries? Look no further...

Marketing is an alien term to many companies and individuals offering services in the building, construction and home improvement sectors. Whether you specialise in home improvements and alterations or your skill set extends to building, joinery or groundworks, there's a whole host of opportunities when it comes to raising awareness of your services among the people who need them most.

But when it comes to promoting your services and attracting new customers, it can be difficult to know who to target, how to reach them, and what to tell them.

And the last thing you want is to be wasting time, money and resources reaching out to the wrong audience, in the wrong way. That's where we come in...





What we do

Armed with extensive marketing experience and endless enthusiasm, our highly skilled team of experts will help you to connect with the right people, at the right time.

Through us, you'll have access to highly targeted marketing intelligence that will provide you with exclusive access to all planning applications made in the UK. And did you know that, because local authorities are not able to provide the telephone numbers and email addresses of planning applicants, direct mail is the only medium able to reach this market?

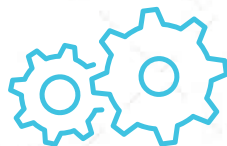
Our highly targeted service has been designed to connect you with planning applicants based on project type, locality and value, through highly engaging direct mail marketing campaigns.

Our knowledge of the construction industry, expansive mailing list and marketing experience allow us to create

high performing marketing campaigns, which meet your exact requirements in terms of target market.

Better still, you won't even need to lift a finger. We will listen to your core business needs and compile a contact list that is tailor made to your exact requirements – after all, there's no point in targeting potential customers who don't want your particular services or aren't based in the right area. From large international companies to individual house-holds undertaking home improvements, our targeted service will ensure that you reach the people who are actively looking for your services.

Most importantly, when you invest in a tangible Asendo direct mail marketing campaign, you can rest assured that no one will be able to build anything on your patch without you knowing about it!



How it works

Unlike advertising, you will be able to reap the benefits of a service that is delivered directly to your target market.

- 1** First and foremost, we gather all planning applications in the UK.
- 2** We then pinpoint the planning applications that are best suited to your requirements based on project type, budget and locality.
- 3** Working closely with you from start to finish, we create highly targeted marketing campaigns designed to optimise results, boost sales and maximise exposure.
- 4** Exercising our creativity and wide ranging skill set, we create highly engaging sales copy with a clear call to action that will prompt enquiries!
- 5** The mail piece is then merged with a target list to create individual, personally addressed marketing letters/postcards and posted. Above all, first impressions count when it comes to connecting with potential clients. With this in mind, it's essential that any correspondence you send out reflects your brand identity in the best possible light.



But why does direct mail work?

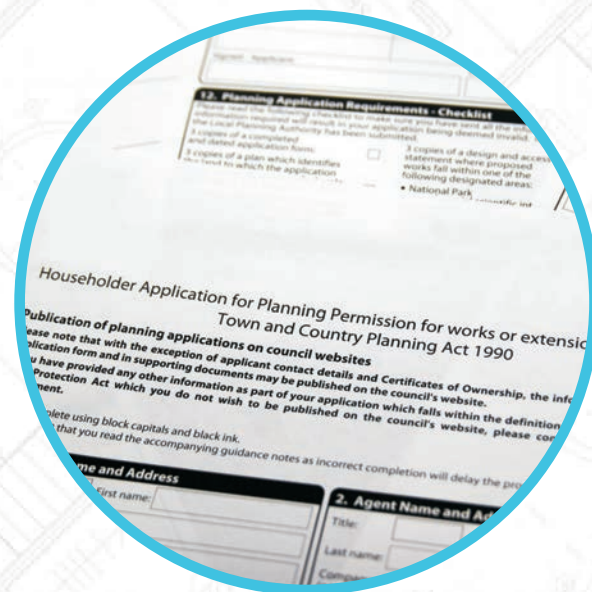
- Direct mail is highly targeted and can be tailored to meet the needs and expectations of your specific audience. This allows you to speak directly to the right person in the organisation or household.
- You should never underestimate direct mail's physical properties. This is because being able to touch, hold and manipulate a physical piece of communication instantly increases credibility and raises the likelihood of a response.
- It's a trusted marketing tactic that immediately makes the recipient feel valued. In fact, research indicates that 57% of consumers indicated that direct mail makes them feel more valued, compared to 17% who said the same about an email.
- Direct mail marketing captures attention. This is mainly because 39% of consumers have a "dedicated display area" in their home for mail. 23% of all mail is also shared with at least one other and, on average, people keep ad mail for 17 days. On the other hand, 51% of emails are deleted within two seconds.
- Direct mail marketing drives online activity. 86% of people report that they've connected with a website as a result of a direct mail piece.

"Reach out to people who are about to buy what you sell"



Find out where your customers are hanging out and market there

This age old industry saying is at the heart of our business ethos and has shaped and defined our business model. Working closely with a wide range of businesses in the building, construction and home improvement sectors, our direct mail marketing service allows you to link your services with business applicants in your area. As a result, identifying planning leads and obtaining contact information has become second nature to us.





Spark engagement and extend your reach



The competitive nature of the business world means that it is more important than ever before that you engage with your target market on a regular basis.

A direct mail marketing campaign that is memorable, impactful and engaging will instantly put your brand at the forefront of your customers' minds and can be the gateway to instigating that all important first meeting!

When it comes to connecting you with the right people, our experienced team of marketing experts are more than equipped to boost sales, maximise exposure and increase traffic to your website.



You are in complete control

One of the main advantages of our service is that you are in complete control of your campaign and your budget.

Your campaign can be changed at any time based on your individual requirements and business needs. So you can increase, decrease or stop your exclusive mailing list altogether, at any point.

Inspire action. Achieve results. When it comes to connecting and engaging with the right people, the power of traditional marketing tactics should not be underestimated or ignored!

Direct mail marketing campaigns are perfect for optimising exposure, allowing you to reach out to new, existing and potential customers.

Ultimately, you will not only be able to inspire action and boost both sales and enquiries, but you will also be able to measure the appeal of your product or service in a competitive market place.

“When it comes to connecting and engaging with the right people, the power of direct mail marketing cannot be underestimated or ignored!”



What are you waiting for?

Capture your target market with an Asendo direct mail campaign...

- **Connect, engage and trade with the right people**

With an Asendo Direct Mail Campaign you will only receive a response from the promoters of the projects that match the services you provide, your location and your budget.

- **Increase contacts and sales**

If you have consultants on the road, you will be able to give them a new prospect list on a regular basis.

- **Produce results**

You will only spend time with homeowners, businessmen or companies who already have the capital arranged for the project. After all, in the world of business, your time is precious.

- **Maximise exposure**

An Asendo direct mail marketing campaign will complement and enhance your company's integrated marketing strategy, allowing you to maximise exposure, sales, and even traffic to your company website.

“Spark engagement and extend your reach”



Tell people how good you are, and then prove it

Brand exposure is all about optimising the visibility of your brand. After all, if you don't invest in marketing, how will you ever be able to extend your reach and essentially grow your business?

We help you to boost sales by connecting you with the right people. Armed with a proven track record, you can start reaping the rewards and benefits of our service today.

If you require any further information about starting an Asendo direct mail marketing campaign, don't hesitate to get in touch! Our professional team of marketing experts are always on hand to answer any questions that you may have – **we don't bite, honestly!**





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