



SEND *Jim*

THE BEST PRACTICES FOR USING SENDJIM



CUSTOMER BLAST

Generates immediate schedule filling and revenue opportunities, provides focus and awareness for high margin services.

VERY HIGH ROI: generates revenue in 0 to 4 weeks

KPIs: Repeat Rate (# of services per year), Average Ticket Price, % of customers buying high margin services



CUSTOMER FOLLOW-UPS

Sets foundation for customer satisfaction, repeat business, increased average ticket, and sustainable growth.

HIGH ROI: generates revenue in 3 to 12 months

KPIs: Repeat Rate (# of services per year), Average Ticket Price, Positive Reviews, Net Promoter Score



NEIGHBOR MAILINGS

Generates brand awareness, and leads using hyper-targeted direct mail (targeted to the neighbors of your customers). Amplifies effectiveness of other lead acquisition strategies, such as yard signs, door hangers, etc. Increases route density and reduces travel time.

MEDIUM ROI: generates revenue in 0 to 3 months

KPIs: Phone calls, Website visits, Leads



RADIUS BOMBS

Generates brand awareness, and leads using hyper-targeted direct mail. Amplifies effectiveness of other lead acquisition strategies, such as yard signs, door hangers, etc. Increases route density and reduces travel time.

MEDIUM LOW ROI: generates revenue in 0 to 6 months

KPIs: Phone calls, Website visits, Leads

EXAMPLE SEQUENCES ON THE FOLLOWING PAGE >

SAMPLE SEQUENCES

CUSTOMER BLAST

<i>TIMELINE</i>	<i>MESSAGING</i>	<i>TYPE OF MAILING</i>
Immediate	Seasonal special offer or new service announcement	Voicemail

CUSTOMER FOLLOW-UPS

<i>TIMELINE</i>	<i>MESSAGING</i>	<i>TYPE OF MAILING</i>
Immediate	Thank you, let us know if you have any questions	Voicemail
Month 3	Awareness of other services	Card
Month 5	Reminder they need services	Card
Month 8	Awareness of other services	Card
Month 11	Reminder they need services	Voicemail
1 - Oct	Seasonal offer	Card
15 - Oct	Seasonal offer reminder	Voicemail
1 - Mar	Seasonal offer	Card
15 - Mar	Seasonal offer reminder	Voicemail

NEIGHBOR MAILINGS

<i>TIMELINE</i>	<i>MESSAGING</i>	<i>TYPE OF MAILING</i>
Immediate	Awareness of services, with strong offer	Card
Month 1	Awareness of services, with strong offer	Card
Month 2	Awareness of services, with strong offer	Card
Month 3	Awareness of services, with strong offer	Card

RADIUS BOMBS

<i>TIMELINE</i>	<i>MESSAGING</i>	<i>TYPE OF MAILING</i>
Immediate	Awareness of services, with strong offer	Card
Month 1	Awareness of services, with strong offer	Card
Month 2	Awareness of services, with strong offer	Card
Month 3	Awareness of services, with strong offer	Card