

Free

**GUIDE TO REACH
MORE VISITORS**

Get more visitors with

OUTREACH SMART MAIL

Combine the power of targeted direct mail, email, texting, and social ads to help your church see more visitors.



DIRECT MAIL

Get custom postcards to targeted areas around your church.



E-MAIL MARKETING

Your neighbors receive USPS informed Delivery emails showing your postcard and linking to your website!



FREE TEXTING & QR CODE

Free texting with QR code to begin talking with visitors before they arrive.



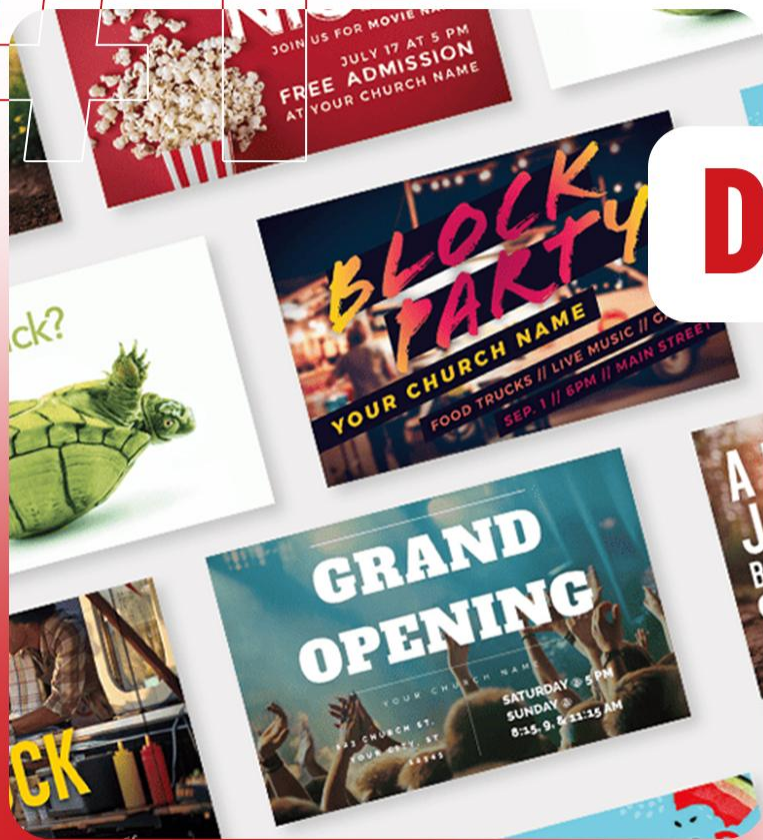
SOCIAL MEDIA ADS

Run matching ads on Facebook and Instagram targeting the same homes as your postcard.

MULTIPLE TOUCHPOINTS

= Increased Conversion Rate

Incorporating multiple touchpoints can increase conversion rates by up to 300% compared to single-channel campaigns.



DIRECT MAIL

Tangible Connection

Holding a physical item can leave a lasting impression

Targeted Outreach

Postcard mailings can be targeted to specific neighborhoods or demographics

A circular inset image shows a man with dark hair and a beard, wearing a red and black plaid shirt, looking down at a white envelope he is holding. The background is blurred, suggesting an office or indoor setting. The entire image is set against a solid red background.

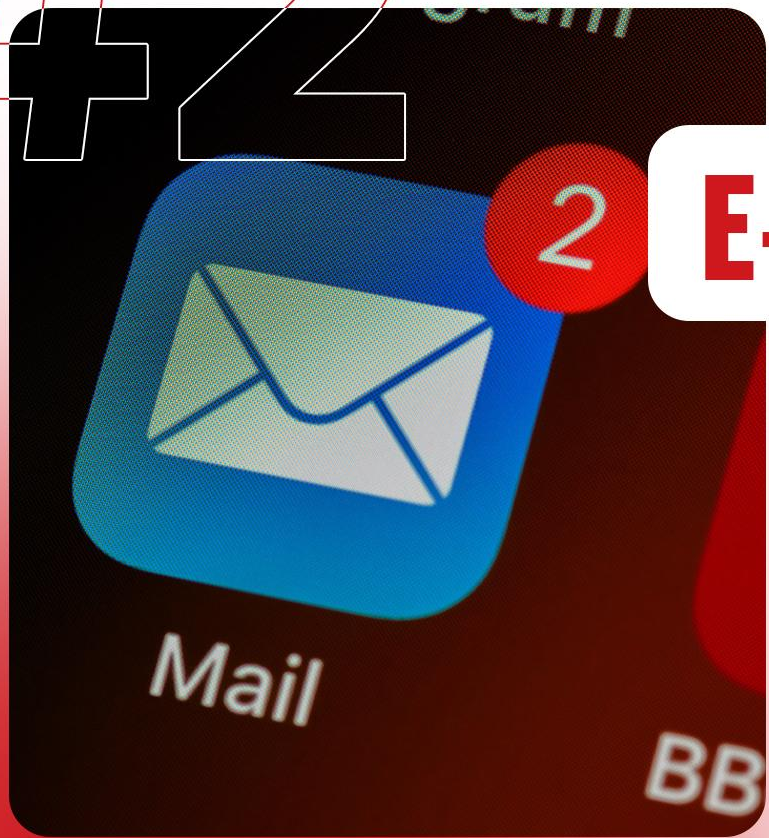
According to Gallup, 95% of Millennials say they “love” getting mail.

We can help with everything from design, a targeted mailing list, printing, postage, and post office delivery.

Low price guaranteed!

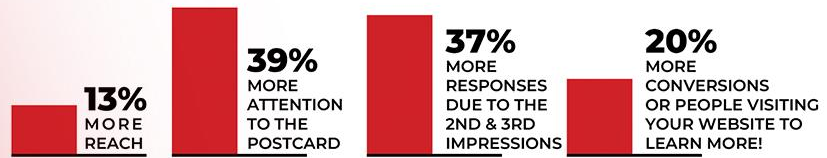
DIRECT MAIL





E-MAIL MARKETING

A powerful digital marketing tool included with every mailing leveraging USPS informed Delivery



- Increase your reach with over **62.4 million users**

- Users see a preview of your postcard in their email inbox

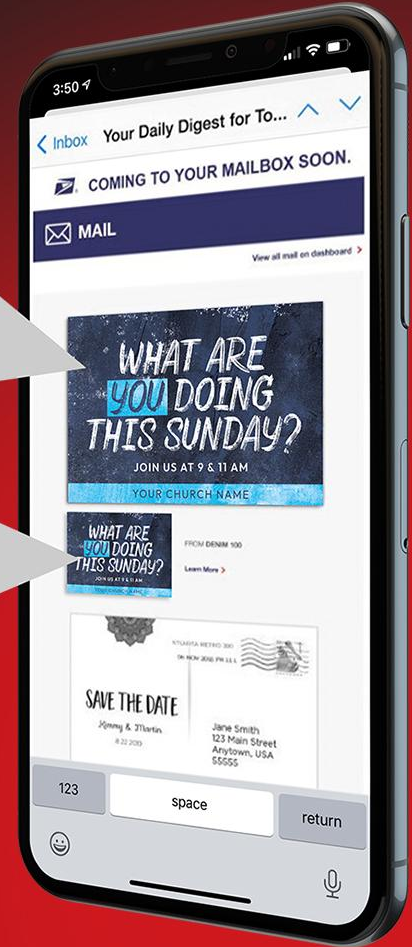
- We automatically link to your church when people click to learn more

EMAIL MARKETING

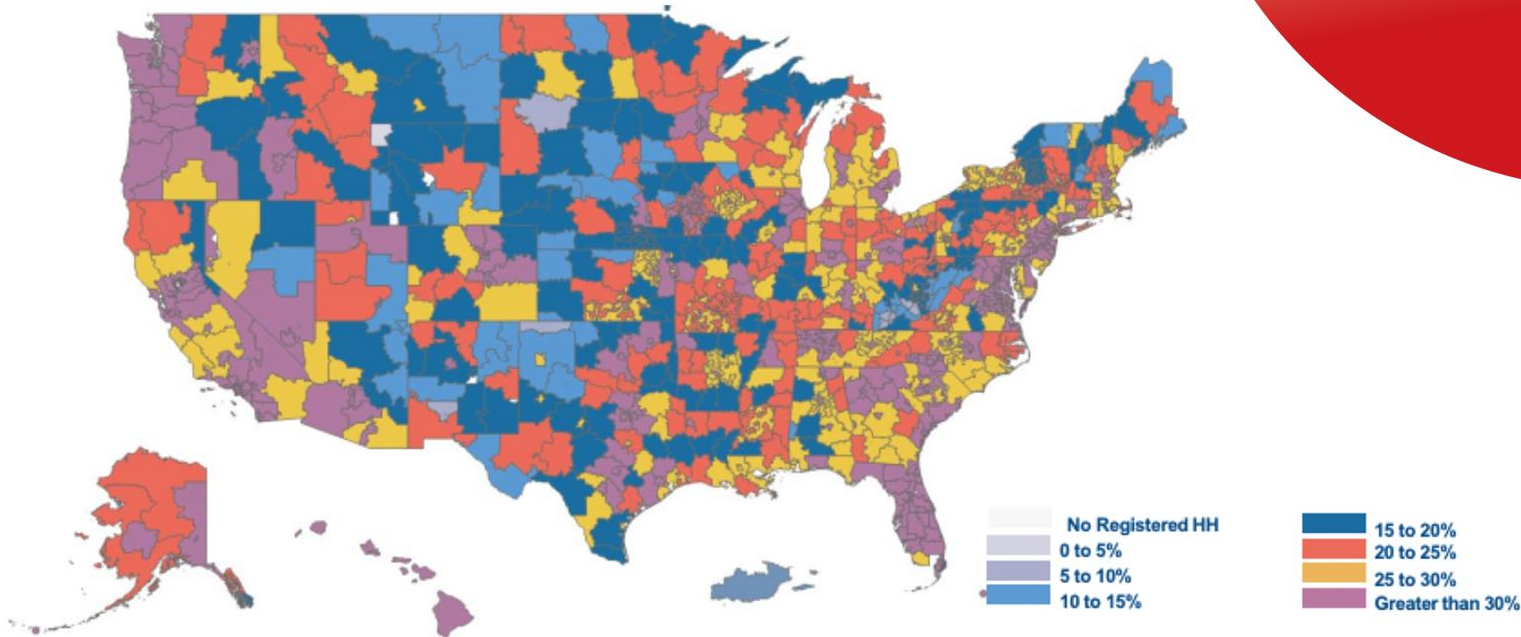
62.9%

Average Informed Delivery Daily Digest email open rate

Email open rate ~3x higher than industry standards²



INFORMED DELIVERY HOUSEHOLD SATURATION

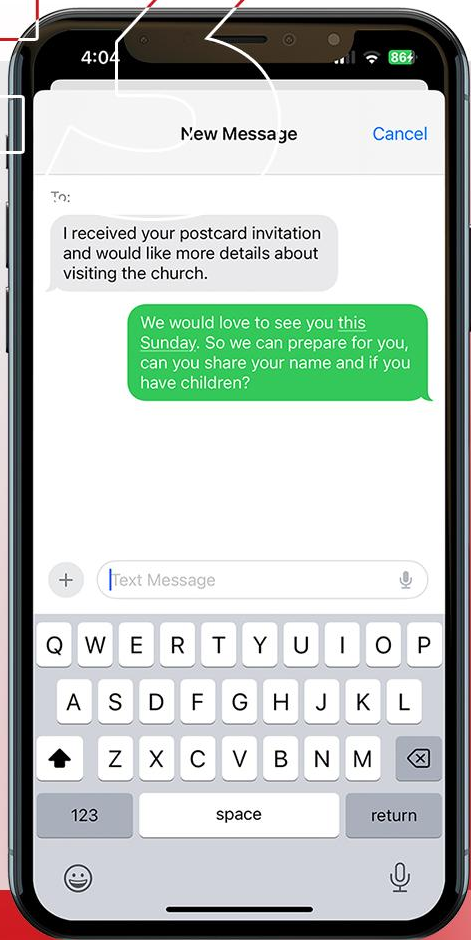


Informed Delivery has reached 30.8% national saturation of eligible delivery points.

CUSTOMIZED EMAIL REPORT POST-CAMPAIGN SENT TO YOU

EMAIL MARKETING





FREE TEXTING & QR CODE

Begin talking with guests before they arrive

We'll help you to get a FREE texting number and QR code from Gloo (or use your own texting platform).

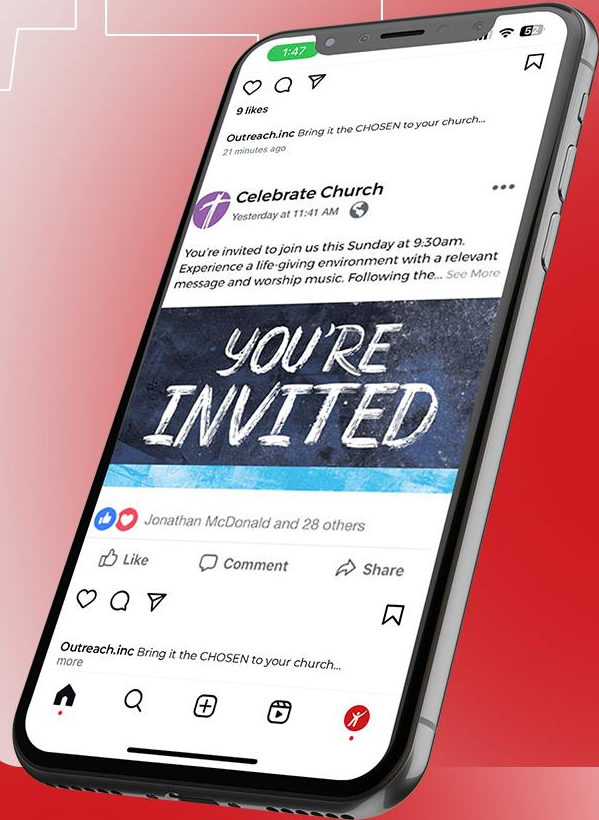
When a person scans the QR code on your postcard, it will start a text conversation that your staff can respond to and make a visit to your church more likely.

Pull out your phone and try it out now!



FREE TEXTING & QR CODE





SOCIAL MEDIA ADS

- An affordable add-on with a big impact
- Target the same homes as your postcard and capture attention with a message of hope and an invitation to your church.

SMALL PRICE, BIG IMPACT.

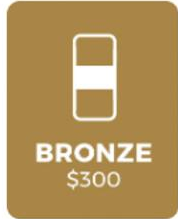
Real-Time Interaction: Social media ads can prompt immediate responses, such as likes, shares, comments, and messages

Multimedia Content: Your church can use videos, images, and interactive content in your ads

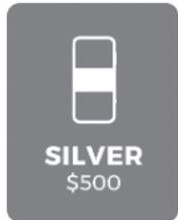
SOCIAL MEDIA ADS



Choose the right package for your community



- 1 Facebook Ad using an Outreach design
- Averaging **5,000 individuals** reached (depending on population density)
- Averaging **200 clicks** to your church website
- Averaging **20,000 impressions** (total number of views on your ad)
- **10 day campaign** that runs up to your "Event Date Being Advertised"
- Detailed summary of your campaign's performance



- 1 Ad that runs on BOTH Facebook and Instagram using your design or ours
- Averaging **7,000 individuals** reached (depending on population density)
- Averaging **400 clicks** to your church website
- Averaging **40,000 impressions** (total number of views on your ad)
- **12 day campaign** that runs up to your "Event Date Being Advertised"
- Detailed summary of your campaign's performance

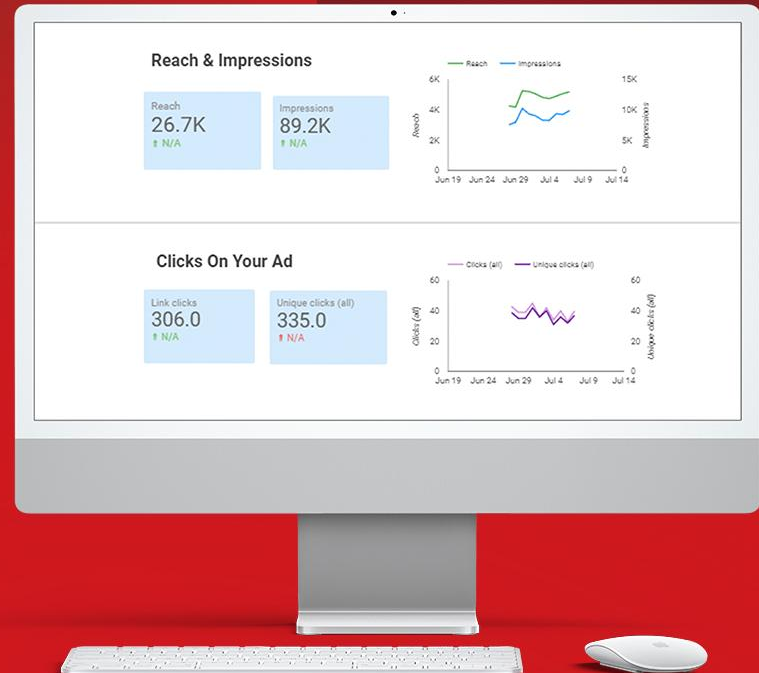


- 1 Ad that runs on BOTH Facebook and Instagram using your design and ours
- Averaging **25,000 individuals** reached (depending on population density)
- Averaging **1,000 clicks** to your church website
- Averaging **120,000 impressions** (total number of views on your ad)
- **15 day campaign** that runs up to your "Event Date Being Advertised"
- Detailed summary of your campaign's performance

SOCIAL MEDIA ADS



MEASURABLE RESULTS



SOCIAL MEDIA ADS

WE MAKE IT EASY

After choosing a postcard design to customize or uploading your artwork, you will have these Smart Mail options to choose from.



[CLICK TO LEARN MORE](#)

- Receive Free Informed Delivery Emails:**
We will set everything up for the Post Office to email postcard recipients an image of the card and a link to your website to increase results.

- Yes - Increase my results by including FREE Gloo texting with my postcard**
We will get your church a unique texting number and generate a QR code to go on your postcard so that recipients can text you to learn more or plan their visit.

Add a Facebook Ads Package to match your postcard design
Increase your reach with a full-service Facebook ads package combined with your postcard mailing of 5,000 or more.

Select a social ads package



OUTREACH SMART MAIL GIVES YOUR CHURCH FOUR AVENUES TO SEE NEW VISITORS:

TARGETED DIRECT MAIL

FREE EMAIL MARKETING TO MANY OF THE POSTCARD RECIPIENTS

FREE QR CODE AND TEXTING SUBSCRIPTION TO START A CONVERSATION WITH POSTCARD RECIPIENTS

MATCHING SOCIAL ADS TO REACH MANY OF THE POSTCARD RECIPIENTS ON FACEBOOK/INSTAGRAM

NEXT STEPS

Speak with our sales team to find out how Smart Mail can enhance your reach.

Outreach.com/SmartMail or call 800-991-6011

