

GUIDE TO DIRECT MAIL

HOME IMPROVEMENT CATEGORY EDITION

A Comprehensive Guide to Targeting, Design, Copy, Offers, and ROI





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SEE SAMPLES**



DRMG

DEFINING DIRECT MAIL

Any truly comprehensive modern marketing strategy needs to incorporate direct mail. But what is direct mail exactly, and how does it work?

WHAT IS DIRECT MAIL MARKETING?

Direct mail marketing involves sending marketing materials (such as postcards, brochures, or personalized letters) to a targeted audience via traditional mail. It's a physical, tangible form of marketing that lands directly in the hands of potential home buyers/sellers.

HOW DOES DIRECT MAIL MARKETING WORK?

Your partner at DRMG will help identify the right time and the most effective audience to target. Success requires:



A compelling offer



Eye-catching design



Persuasive copy



A strong call to action



Repetition

DRMG Insight™



DOES DIRECT MAIL WORK? ABSOLUTELY

Direct mail connects with people in ways digital marketing cannot. Potential clients hold your message, see your branding, and often keep it for future reference. Studies show direct mail is still one of the most trusted marketing channels. Direct mail has a high return on investment (ROI).

WHY IS DIRECT MAIL ESSENTIAL IN A HOME IMPROVEMENT MARKETING MIX?

Direct mail allows home improvement businesses to:

- **Targets specific demographics and geographics with high precision:** Direct mail allows home improvement businesses to reach homeowners in specific neighborhoods or income brackets who are most likely to invest in renovations, minimizing wasted advertising spend compared to broader digital campaigns.
- **Creates a tangible and memorable impression:** Unlike fleeting digital ads, a physical mail piece can be held, reviewed, and kept for future reference, making a stronger, more lasting impression on potential customers as they consider significant home improvement projects.
- **Drives qualified leads and integrates well with other channels:** Direct mail can effectively prompt homeowners to take the next step, whether it's visiting a website, calling for a quote, or attending an open house, and its effectiveness can be tracked and integrated with CRM systems for a cohesive multi-channel marketing approach.



PROPERTY IMPROVEMENTS: RENOVATIONS & REPAIRS

HOME SERVICE SPECIALIST

Projects typically fall in the **\$226 - \$845** range, handyman rates can vary widely. Small jobs, like replacing a light switch, may cost **\$83 - \$343** for **one to two hours** of work. Larger jobs that take **four hours or more** run **\$1,645 and up**.

Handyman repair and install services can vary, too, depending on their skills and experience. A handyman (or handywoman) is a skilled generalist, or jack-of-all-trades, who performs minor repairs and installs on homes.

DECKS & FENCES

Average Sale Price	Low Range	Mid Range	Top Range
Deck & Fences	\$5000-\$7000	\$16,000-\$20,000	\$50,000+

How much does it cost to build a deck? The national average to build a deck ranges from **\$22,000 - \$25,000**. The total cost of your project depends on numerous factors including the size of your deck, the decking material you use, and your geographic location.

Deck Size: Medium (200-400 Sq. Ft.)

Deck Material: Wood

Estimated Cost: \$22,000 - \$25,000

PAINTING

Whether it's freshening up a room, staining a deck or refreshing your home's curb appeal, painting remains one of the most cost-effective home improvement investments.



Project Type	Price Range
Interior Room (Standard 12x12)	\$350 - \$650
Whole Home Interior (1,500-2,000 sq. ft.)	\$2,500 - \$6,000
Ceiling Painting (per room)	\$150 - \$300
Trim/Baseboards (entire home)	\$400 - \$1,200
Exterior Painting (1,500-2,000 sq. ft. home)	\$3,000 - \$7,500
Doors & Garage Doors	\$150 - \$450 per unit
Deck/Fence Staining	\$750 - \$1,500

Ready to grow your business with direct mail? Contact us to get started! 1-877-702-3121

KITCHEN & BATH RENOVATIONS

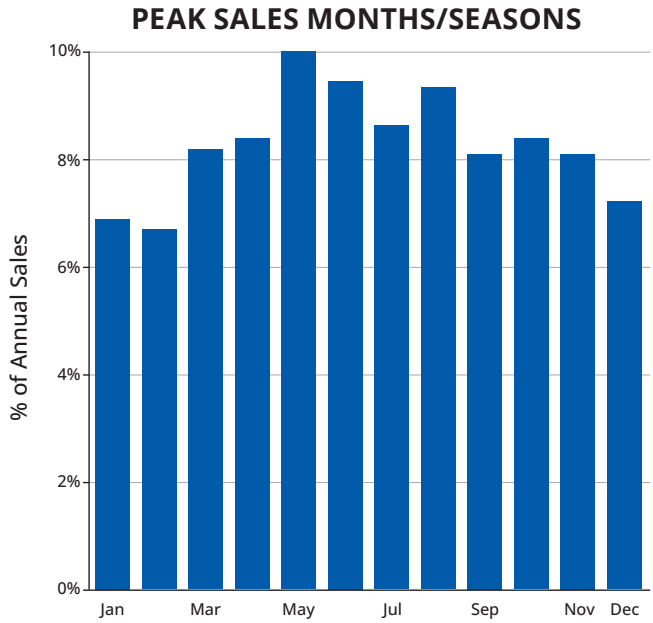
How much does a kitchen remodel cost?

While the average cost to remodel a kitchen is \$42,000 it can range significantly from **\$35,000 - \$55,000** or more depending on the scope of your project, the quality of materials, and cost of labor in your area.

How much does a bathroom remodel cost?

The national average to remodel a bathroom ranges from **\$17,000 - \$19,000** depending on the size, materials, and complexity of the labor.

Average Sales Price	Low range	Mid Range	Top range
Kitchens	under \$35,000	\$38,000-\$42,000	\$55,000
Bathroom	under \$15,000	\$17,000 - \$22,000	\$27,000



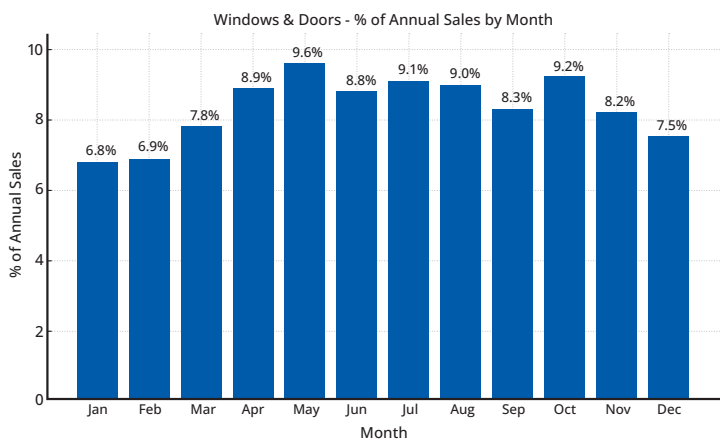
Calendar Month	% of Annual Sales
January	7.2%
February	6.9%
March	8.4%
April	8.5%
May	10.0%
June	9.3%
July	8.6%
August	9.1%
September	8.1%
October	8.5%
November	8.1%
December	7.4%

*In 2023, sales of building supplies, an industry that is connected to remodelers, were highest in May, June and August.
[Source: "Estimates of Monthly Retail and Food Services Sales by Kind of Business: 2023." Monthly Retail Trade Survey. Census.gov. U.S. Census Bureau, Mar. 2024. Web. Mar. 2024.]*



WINDOWS & DOORS

KEY STATISTICS



Windows & Doors - Monthly % of Annual Sales	
Calendar Month	% of Annual Sales
January	6.8%
February	6.9%
March	7.8%
April	8.9%
May	9.6%
June	8.8%
July	9.1%
August	9.0%
September	8.3%
October	9.2%
November	8.2%
December	7.5%

[Source: "Estimates of Monthly Retail and Food Services Sales by Kind of Business: 2024." Monthly Retail Trade Survey. Census.gov. U.S. Census Bureau, Mar. 2025. Web. 23 Apr. 2025.]

DON'T DO IT ALONE! Ask us about transforming your direct mail ideas into winning campaigns! 1-877-702-3121



Window Installation Cost Calculator

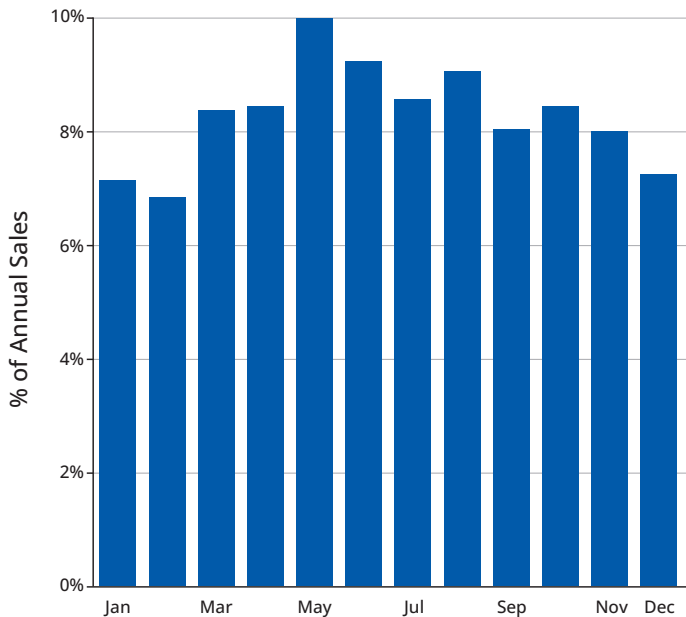
National Average \$2216 - \$2249

How much does window installation cost? The national average cost to install new windows typically ranges from about **\$2216 - \$2449 per window**. The total cost of the project will depend on various factors, including the number of windows, the window style and size, window glass, window fram material and labour costs in your area.

Number of Windows	15
Window style (Most Common)	Double-Hung
Window Frame Material	Aluminum
Window Size	Mix of Standard/Custom
Estimated Cost	\$20,376 - \$22,521

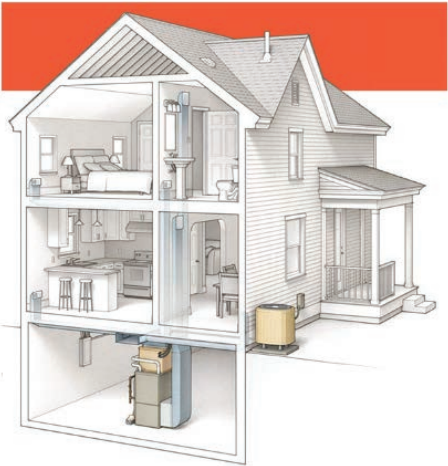
KEY STATISTICS

Spring and summer are a particularly busy time for these businesses as many consumers begin using their air conditioners. Some consumers schedule appointments with contractors to prepare for the colder months in order to avoid a greater expense and longer wait. The demand for heating services peaks during the winter months, typically from December to February. This period is marked by colder temperatures, leading to increased demand for furnace repairs and maintenance.



Calendar Month	% of Annual Sales
January	7.2%
February	6.9%
March	8.4%
April	8.5%
May	10.0%
June	9.3%
July	8.6%
August	9.1%
September	8.1%
October	8.5%
November	8.1%
December	7.1%

[Source: average Furnace Repair Turnaround Time in Peak Seasons. Nolandheatandair.com, 3. Jan. 2025. Web. March 2025; "Did Record Heat Boose HVAC Sales This Summer? achrnews.com]



HVAC PRICING IN CANADA

HVAC Combo Average (Furnace + A/C)	\$7,000 - \$14,000
Individual Units	
Furnace	\$3,500 - \$7,500
A/C:	\$3,000 - \$6,500

source:www.enercare.ca/hvac

WHY USE DIRECT RESPONSE MEDIA GROUP & CANADA POST

DRMG is Canada's leading Direct Mail Company. We have been helping businesses of all sizes, from local to national boosting sales and brand recognition through Targeted Direct Mail Campaigns for more than 20 years. We are Canadian owned & Canada's leading Direct Mail company delivering a wide range of neighbourhood mail, including our widely recognized Money Saver brand, regarded as Canada's most dependable publication for everyday savings and coupons.

WE ARE A CANADA POST EXPERT PARTNER, AND THEIR LARGEST SHARED MAIL CUSTOMER.

As a turnkey provider, we simplify your direct mail efforts. We'll handle your entire program, from initial concept and campaign strategy to printing, precise targeting, and seamless induction into the Canada Post system.

WE EXCEL AT:

- Expertise in web-press printing
- Providing a sustainable, reliable paper supply
- Pre-press process expertise
- Mail preparation
- Logistics and distribution
- Creative Design
- Data Tracking

Ready to grow your business with direct mail? Contact us to get started! 1-877-702-3121



DESIGNING YOUR AD

When creating a direct mail campaign, thoughtful design is key. Here are some tips for designing effective real estate ads:



PROFESSIONAL LOOK

- Use clean, modern designs that convey professionalism and trustworthiness.
- Avoid clutter and emphasize essential information.



BRANDING CONSISTENCY

- Use consistent colors, fonts, and imagery that align with the agent's or agency's branding.
- Showcase what makes them unique, such as market expertise or exceptional service.



IMAGES THAT SELL

- Use high-quality photos of properties, happy clients, or the agent's team.
- Authenticity is key - avoid generic stock photos.
- Ensure all logos and visuals are clear and high-resolution.



CLEAR CONTACT INFORMATION

- Ensure the agent's phone number, website, email, and address are prominently displayed.
- Include a clear call to action.

CREATING YOUR COPY

Your ad copy should serve as an elevator pitch for your services.

USE HEADLINES EFFECTIVELY

- Elevate Your Home: Renovate, Refresh, Reimagine.
- Beyond Beautiful: Your Vision, Expertly Built for Windows, Kitchens, and More.
- Unlock Your Home's Full Potential: From Stunning Doors to Dream Kitchens, We Do It All.

KEEP COPY CLEAN AND CONCISE

- Avoid real estate jargon and complex language.
- Highlight key selling points and benefits clearly.

DESCRIBE THE BENEFITS

Examples:

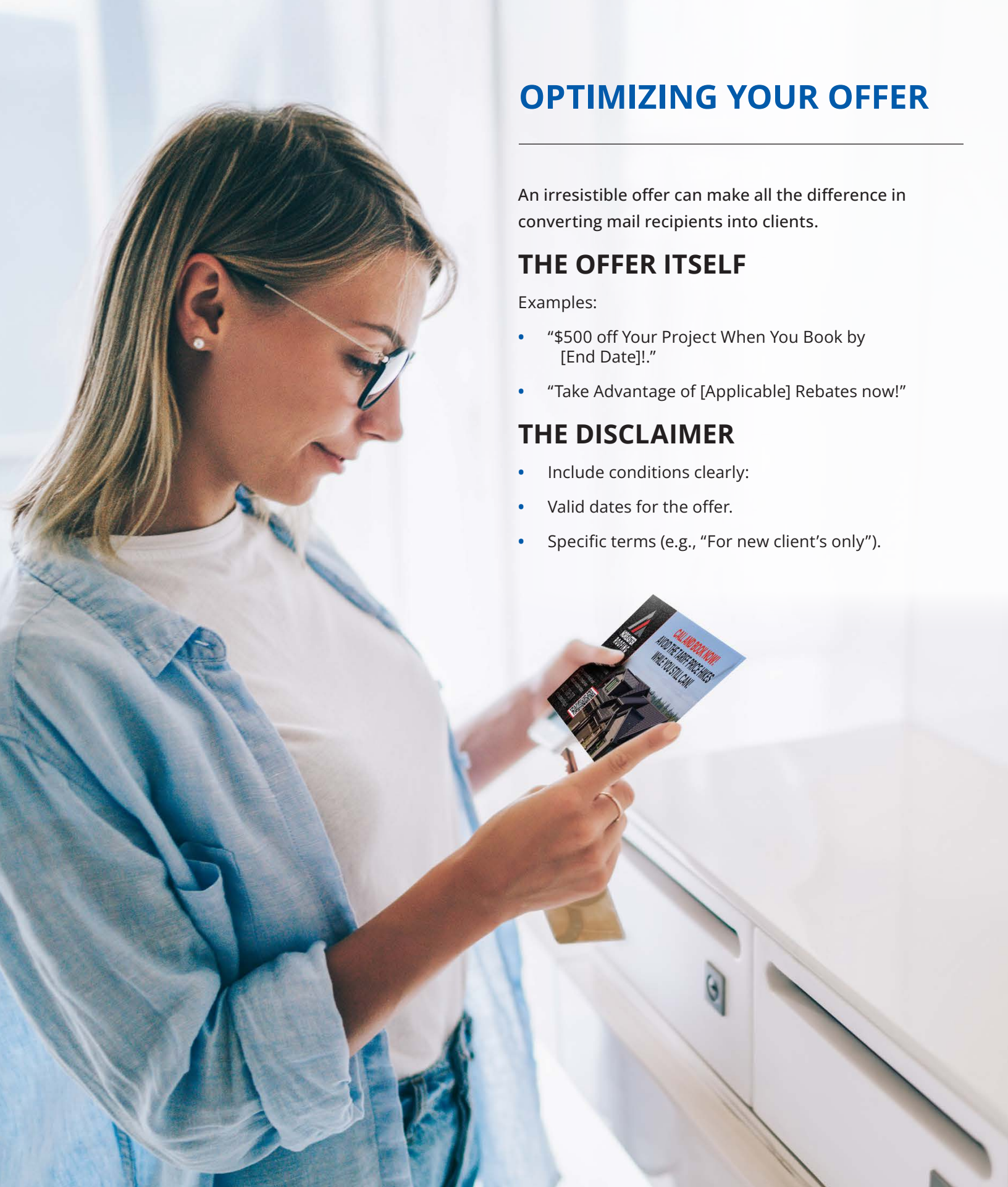
- Boost Your Home's Value & Appeal
- Enhance Comfort & Functionality
- Enjoy Peace of Mind & Savings

CREATE A CALL TO ACTION

- Ready to Transform Your Home? Get Your Free Quote Today!
- Start Your Dream Renovation – Scan for a Free Consultation Now.
- Discover Your Home's Potential: Visit Our Showroom or Call Us!

**DON'T DO IT ALONE! Ask us
about transforming your
direct mail ideas into winning
campaigns! 1-877-702-3121**





OPTIMIZING YOUR OFFER

An irresistible offer can make all the difference in converting mail recipients into clients.

THE OFFER ITSELF

Examples:

- "\$500 off Your Project When You Book by [End Date]!."
- "Take Advantage of [Applicable] Rebates now!"

THE DISCLAIMER

- Include conditions clearly:
- Valid dates for the offer.
- Specific terms (e.g., "For new client's only").

Gain Inspiration from These Examples:

TOP HEADLINES

- Your Home Transformation Experts.
- Upgrade Your Home, Elevate Your Life.
- Your Dream Renovation Starts Here.

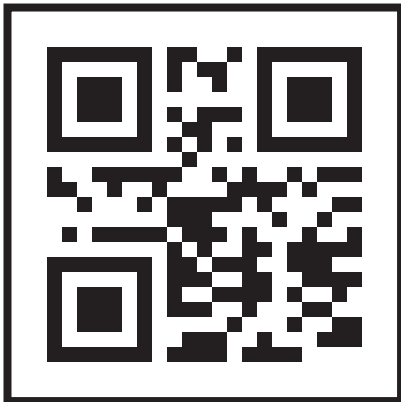
TOP OFFERS

- Limited-Time: 15% Off All Window & Door Installs!
- Free Design Consult for Your Dream Kitchen or Bath!
- Up to \$5,000 in Energy Rebates for Roofing & Insulation!

USING QR CODES EFFECTIVELY



DO NOT SCAN
TO WEBSITE



BOOK AN
APPOINTMENT TODAY



FREE ROOFING
CONSULTATION



HELPFUL TIPS

QR codes are a powerful bridge from your physical mail to the digital world, and their effectiveness in **home improvement direct mail** hinges on smart implementation. To maximize engagement, ensure your QR code leads to a mobile-optimized destination that offers immediate value, such as: a **gallery** of stunning before-and-after project photos, **exclusive seasonal offers or discounts on renovations**, a direct way to **book a free in-home consultation**, tours of completed kitchen, bath, or basement renos. Always include a clear **call to action** like “**Scan for Your Free Renovation Quote!**” or “**Scan to See Our Latest Projects!**” to guide potential clients directly to the information they need, effectively opening a digital door to your services.

FINDING YOUR IDEAL CLIENTS

For home improvement businesses, direct mail offers powerful targeting options, allowing you to reach potential clients with precision.

TARGETING HOME IMPROVEMENT SEEKERS

(Younger Families/First-Time Renovators)

Within the first 15 years of homeownership, many Canadians are looking to update their homes to suit growing families or improve functionality. This group often seeks kitchen/bath renovations, basement finishing, or initial exterior upgrades like windows and doors. To target these potential clients in Precision Targeter, you could select these filters:

- **Age range:** 30-50 (This captures prime family-raising and home-settling years)
- **Household income:** \$90,000+ (Indicates disposable income for renovations)
- **Presence of Children:** Yes (Signifies growing families needing more space/updates)
- **Building occupancy:** Own
- **Building Type:** Single Family Homes or Townhouses (Likely candidates for interior/exterior reno projects)

TARGETING “AGING IN PLACE” & MODERNIZATION CLIENTS

(Established Homeowners) Many older Canadians and long-term homeowners are looking to modernize their spaces, improve accessibility, or invest in higher-end upgrades for comfort and long-term value. This includes kitchen/bath remodels, roofing, and energy-efficient window replacements. You could target these clients using these Precision Targeter filters:

- **Building occupancy:** Own
- **Building Type:** Single Family Homes (Often have larger renovation potential)
- **Age range:** 55-75+ (Likely to have accumulated equity and be thinking about long-term comfort/value)
- **Length of Residency:** 10+ years (Indicates homes likely due for significant updates)
- **Household Income:** \$75,000+ (To ensure capacity for larger projects)



USING THE RIGHT FREQUENCY

Generating leads through direct mail can vary in timeframe, with results typically seen within six to twelve months. To maximize effectiveness, it's crucial to maintain a patient and persistent approach. Key factors that influence lead generation include:

- The target audience you're mailing to.
- The attractiveness of your design.
- The timing of your campaign.

Although direct mail can produce immediate responses, its strength lies in consistent, strategic implementation. Consistent mailings within a target area will build brand awareness and foster trust over time.

- Repetition builds trust and brand recognition.
- Recommended frequency: 3-4 weeks for consistent engagement.

Consistent communication builds client trust and ensures brand recall, which fosters confidence in the significant decisions of buying or selling a home.



Reinforcing Brand Recall:

- Home Improvement transactions can take time. Consistent mailings keep you in front of potential clients.

Building Trust and Credibility:

- Consistent mailings position you as a knowledgeable and reliable expert, building familiarity and trust that encourages recipients to select your services.

Encouraging Action Over Time:

- Potential clients may not respond immediately. Repetition increases the chances of engagement.

Supporting Different Client Needs:

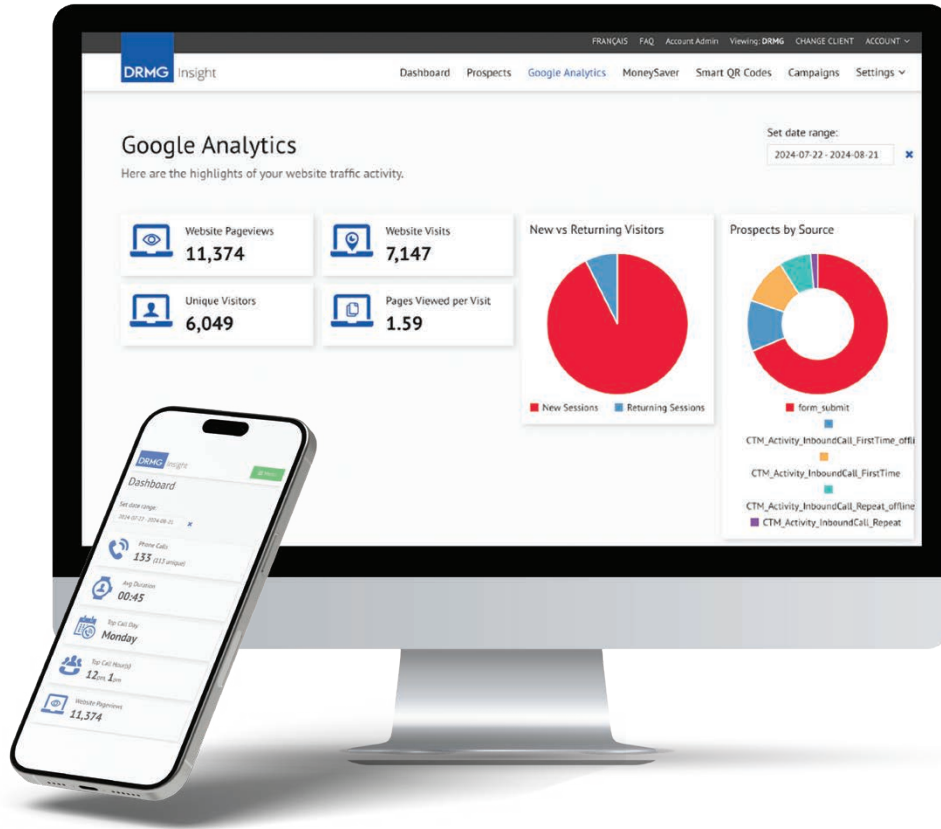
Frequent campaigns can target varied home improvement services at different times, such as:

- **Seasonal Maintenance & Upgrade Reminders:** Timely promotions for roofing in the fall, window/door replacements before winter, or deck building for summer.
- **Renovation Spotlights:** Showcasing completed kitchen, bathroom, or basement projects to inspire and attract clients interested in similar transformations.
- **Exclusive Service Offers:** Announcing limited-time discounts on specific services or bundled packages like "Whole Home Energy Efficiency Upgrades."

Overcoming Client Hesitation:

Embarking on a home improvement project is a significant decision. Consistent communication from your business can help build confidence and trust with potential clients, reassuring them as they consider investing in their homes.

TRACKING YOUR CAMPAIGNS



Measuring results helps refine your strategy over time.



SMART QR CODE

Link to anything... engaging mobile experiences with video, chat, digital coupons, etc.



CALL TRACKING

Unique local or toll-free number on every campaign.



LEAD CAPTURE

Measure website traffic generated from Direct Mail and capture sales leads.



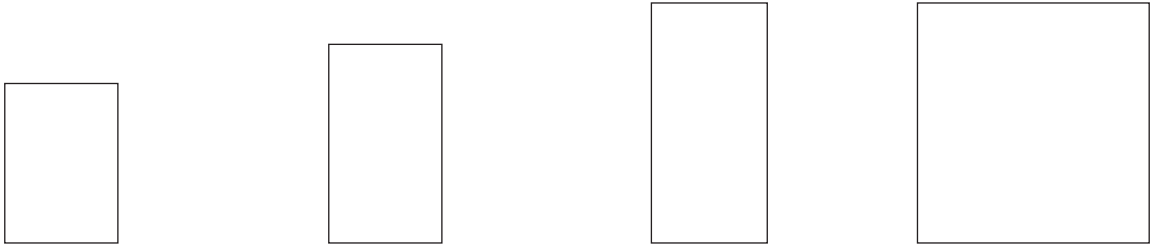
INSIGHTS:

1. **Direct Mail Drop Dates:** Track specific mail drop dates and correlate them with performance metrics.
2. **Call Volume Monitoring:** Use call tracking to measure the number and quality of inquiries.
3. **CRM Integration:** Export leads to your CRM for seamless follow-up.
4. **Call Recording:** Record and analyze calls to improve customer service.
5. **Website & Form Submissions:** Collect geo and IP data from landing page interactions.
6. **Lead Quality Assessment:** Flag leads as good or bad, and take notes to optimize campaigns.
7. **One-Touch Callbacks:** Quickly return calls to hot leads from your dashboard.

CHOOSING YOUR FORMAT

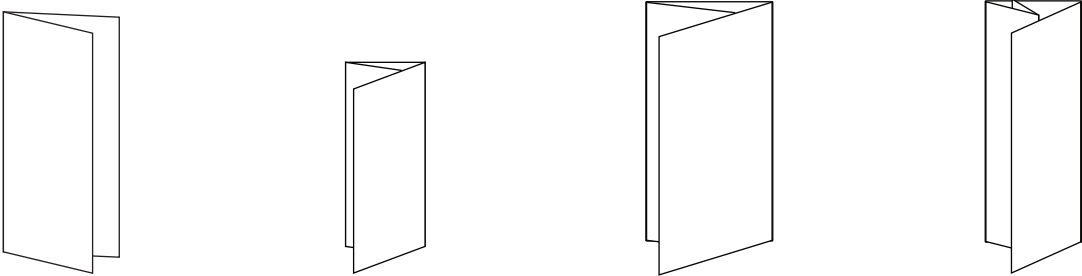
RECOMMENDED DIRECT MAIL SIZES FOR OPTIMAL RESULTS

FLAT OPTIONS



	POSTCARD	DELUXE POSTCARD	SOLO CARD	DOUBLE SOLO CARD
SIZE	5.125" x 7.125"	5.125" x 9"	5.125" x 10.875"	10.25" x 10.875"

FOLDED OPTIONS



	DOUBLE SOLO CARD	FLYER 3-PANEL	XL MENU 3-PANEL	XL MENU 4-PANEL
SIZE <i>finished</i>	5.125" x 10.875"	3.56" x 8.25"	5.625" x 10.75"	4.25" x 10.75"
SIZE <i>flat</i>	10.25" x 10.875"	10.5" x 8.25"	16.75" x 10.75"	16.75" x 10.75"
PANEL WIDTHS	5.125" 5.25"	3.375" 3.5625" 3.5625"	5.5" 5.625" 5.625"	4.25" 4.18" 4.25" 4.25"

SCAN FOR SAMPLES

SCAN FOR SAMPLES

TRACKING YOUR CAMPAIGNS & EVALUATING YOUR ROI

- Regularly assess the performance of your campaigns:
- Calculate the number of inquiries and new clients acquired.
- Evaluate revenue generated from specific campaigns.
- Use insights to optimize future mailings.



Consult a DRMG representative for support! 1-877-702-3121





SCAN HERE FOR
MORE DETAILS



**Sustainable Partner
Environment Award**

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MASTERING DIRECT MAIL

A Comprehensive Guide to Strategic Planning, Data-Driven Targeting,
Creative Design, Technological Innovation, and Sustainable Practices

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