

# TVL's Top Ten Reasons TO USE DIRECT MAIL

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|-----|---|
| 1.  | <i>Generate Leads/New Customers</i>   |
| 2.  | <i>Increase Customer Loyalty</i>  |
| 3.  | <i>Improve Sales Reach and Efficiency</i>   |
| 4.  | <i>Announce Store Hours / Sales / New Locations</i>                                       |
| 5.  | <i>Generate Store Traffic &amp; Increase Average Purchase /<br/>Generate Higher Sales</i> |
| 6.  | <i>Augment Media Advertising to Top Prospects and<br/>Select Customers</i>                |
| 7.  | <i>Better Response for the Money than other types<br/>of Marketing</i>                    |
| 8.  | <i>Allows Selectivity of Audience</i>   |
| 9.  | <i>Allows for Personalization</i>   |
| 10. | <i>Allows for Measurability &amp; Flexibility</i>   |

WONDERING IF DIRECT MAIL IS RIGHT FOR YOU?  
Call your TVL rep for a **FREE** brainstorming session!

*Mail is the only medium  
with the potential to  
reach approximately 140  
million addresses 6  
days a week.*

