



FirstClass Press Inc.
DELIVERING IMPRESSIONS THAT LAST

10 REASONS

DEALERSHIPS & AUTOMOTIVE SALES-EVENT TEAMS CHOOSE FIRSTCLASS PRESS

We make direct mail easy - from concept and targeting through delivery, response and on-site event support.



JUNE COTNOIR | PRESIDENT

17+ YEARS OF AUTOMOTIVE DIRECT-MAIL EXPERIENCE

DESIGN • DATA • PRINT • MAIL • TRACKING • RESPONSE

WHY AUTOMOTIVE TEAMS CHOOSE FIRSTCLASS PRESS

1

WE MAKE THE ENTIRE PROCESS EASY

You provide the campaign details, and we handle the rest. Design, data, printing, mailing, tracking and response tools are coordinated through one reliable, responsive point of contact.

2

17+ YEARS OF AUTOMOTIVE EXPERIENCE

We understand automotive marketing, dealership expectations, sales-event timelines and the details required to keep every campaign moving.

3

ESTABLISHED INDUSTRY CONNECTIONS

Long-standing relationships across the automotive and printing industries allow me to connect dealerships seeking sales-event teams with teams seeking new dealership opportunities, when appropriate.

4

STRATEGIC AUDIENCE TARGETING

Campaigns can be built around geography, household demographics, credit criteria, vehicle ownership and other relevant targeting options.

5

CUSTOM CREATIVE AND MAIL FORMATS

Every campaign is customized around the dealership, event, inventory, offers, market and goals, with multiple high-impact formats available.

WHY AUTOMOTIVE TEAMS CHOOSE FIRSTCLASS PRESS

6

USPS DELIVERY TRACKING

Delivery-scan reporting helps dealerships and event teams monitor when mail is reaching households, anticipate response and prepare for increased activity.

7

LIVE CALL CENTER SUPPORT

Live representatives answer customer calls, verify promotional information, collect lead details and help prevent valuable opportunities from being lost to voicemail.

8

DIGITAL LEAD-RESPONSE TOOLS

Interactive prize verification, custom landing pages, IVR phone systems and online forms make it easy to capture, organize and manage customer leads.

9

COMPLETE SALES-EVENT MARKETING SUPPORT

Targeted direct-mail campaigns are designed to build excitement, generate leads and drive traffic, with prize insurance, premiums and virtual kiosks available.

10

EXPERIENCED MULTI-STATE GREETER SERVICES

I have personally provided greeter services at dealerships across multiple states, managing the registration desk, greeting customers with mail pieces, collecting necessary information and organizing each lead for the sales team.

READY TO BUILD YOUR NEXT CAMPAIGN?

For your dealership or client event, we'll make the entire process easy.

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