



MY MARKETING MATTERS DESIGN GUIDE

Powering print and productivity since 1982, creating effective marketing solutions that help clients reach their business goals.





MY MARKETING MATTERS COMPANY PROFILE

My Marketing Matters (MMM) helps clients create and implement effective marketing solutions to reach their business goals. MMM is a full-service real estate marketing firm located in Gaithersburg, MD, with clients in the Mid-Atlantic region and nationally. Since 1982, we have expanded and grown to be a top marketing vendor through our client-first approach, innovative print products, custom, on-demand marketing materials through our design portal.

We use the latest print and production equipment to ensure fast turnaround times and high resolution and premium quality materials. Our vast experience working with the United States Postal Service, including delivery to local post offices, and other carriers, also results in faster turnaround time and improved delivery for our clients.



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HOW TO USE THIS GUIDE

Here at My Marketing Matters, we've created this guide to help you use direct mail and print marketing to grow your business and reach your clients.

Selling houses and closing deals is what you do best – now it's time to up your marketing expertise.

Keep reading for tips on direct mail, creating effective mailers, designing marketing products, working with real estate photographers, choosing the right paper types and coatings, understanding the mailing process, our list manager, and more!

WHY TOP AGENTS & REAL ESTATE MARKETERS USE DIRECT MAIL

Direct mail marketing continues to be a popular way to find new prospects and grow your real estate business. This is for several reasons:

- **Direct mail targets your audience by geographical location much more effectively than digital channels or other print marketing.**

Location, location, location. Everyone in real estate knows this maxim, but it applies to more than properties, buyers, and the market.

Locality is one of the most important factors buyers and sellers evaluate when choosing an agent. Your potential clients want to work with someone knowledgeable about the local market, neighborhoods, and trends. Buyers want an agent who knows the area to help them hone in on the right community and find better deals. Sellers want the same thing for different reasons. They want a realtor who knows the area well to help them get the most value from their property and who can sell quickly.

- **A real estate mailer is tangible and stays in the home longer.**

Physical pieces of mail leave an impression on the recipients because they can hold it in their hands, read it and go back to it for reference to look at property photos or contact information. This interaction is eons longer than digital channels where your audience might only interact with your email, social post or ad for a few seconds.

Direct mail also resonates more with the audience, which makes it more memorable. Read more about this in a study from the United States Postal Service.



● **Direct mail marketing has a high ROI and response rate.**

It is a common misconception that direct mail marketing is costly and less effective than digital marketing. That belief simply isn't true.

Social and web media can be an in expensive way to market yourself. However, you usually have to reach out to a very large audience in order to convert a small fraction of them to becoming clients. According to Marketing Charts, direct mail actually has an ROI comparable to digital marketing and advertising, and direct mail campaigns can expect response rates higher than web counterparts.

[Read even more about why direct mail works here.](#)

CREATING A WINNING MAILER

The key to using direct mail marketing in your favor is to create a winning mailer. Several elements make up a compelling piece. To help give you an advantage, we're sharing our tips for success!

🕒 **Determine your purpose.**

Are you looking for more prospective sellers? Then you'll want to create a piece that demonstrates the advantage of hiring you as the listing agent, which means showcasing your recent sales with timelines and prices.

Perhaps you're trying to grow into a new area? You'll want to highlight your neighborhood expertise, homes you recently sold and generally introduce yourself and your team.

🕒 **Explain the benefits of working with you.**

Place the benefit of working with you right upfront. For example, instead of saying, "We will sell your house quickly," you might say, "Faster sales with ABC Agents." You also want to include details that prove your point, like "30 homes sold in this neighborhood in the last 12 months."

🕒 **Include a clear Call-to-Action.**

A direct mail call-to-action (CTA) needs to be clear and direct. If you want people to visit your website, tell them so. "Visit our website!" If you want people to come to an open house, encourage them to mark their calendars or sign-up to attend. You might want them to schedule a consultation with you. Whatever your purpose is, make it clear and active.

[Here are some effective CTAs to get you started:](#)

- Call Today
- Schedule Now
- Visit Our Website
- Schedule A Tour
- Book Your Meeting Now

🕒 **Consider adding in an offer.**

Creating an irresistible offer is one of the best tactics for getting responses from your mailers.

Some ideas:

- Offer a free property evaluation.
- Include a complimentary listing or comp set search.
- Discount your services.
- Give a referral bonus to current clients who recommend you.
- Invite them to an event.
- Create a contest for those that sign-up for your mailing list.

🕒 **Harness the power of great photography.**

Using great, professional photography is the best way to show off a home and what makes it unique.

Partner with a local, professional real estate photographer to get the best pictures possible. When working with photographers, keep the following in mind.

1. **Discuss the timeline.** It takes time to take professional images! Make sure you let the photographer know when you need the photos ready.
2. **Great lighting is essential.** Real estate looks even better when it's well lit. Try scheduling a photography session in an hour or two before sunset to increase the photos' warmth.
3. **Image quality is critical.** You will need high-quality images if you plan on using them for both print and digital marketing.
4. **Go over image ownership.** If you want to use the images for other direct mail marketing, social media posts, or your website, you need explicit rights to do so.
5. **Consider getting neighborhood photos, too.** Pictures of the neighborhood will give potential buyers a sense of place and the lifestyle they can expect when moving in!
6. **Highlight the unique features of the home.** Selling houses is what you do best, and capturing those homes is what the photographer does best.
7. **Collaborate to keep the photos accurate.** Ensure the photographer doesn't edit out anything the new owners won't be able to change easily.

🕒 **Include your contact information.**

This is one of the most important aspects of your piece. After all, potential clients can't reach you without it. Be sure to include your contact information in a clear, easy to read way on your mailer.

Use legible, appropriately sized fonts, and make sure to include:

- Name & Agency
- Email Address
- Phone Number
- Office Location

You may also want to include:

- Tagline
- Years Of Experience (or other details that make you stand out)
- Certifications
- Social Profiles
- Your Headshot

🕒 **Incorporate eye-catching design**

Our templates are the easiest way to give your mailings an eye-catching design. Simply choose a template, customize, and send it out!

If you opt to upload your own designs, keep some of these design principles in mind.

1. **Keep text away from the edges.** You don't want any information to get cut off.
2. **Keep your font use limited.** Two fonts are usually all you need!
3. **Use color appropriately.** Don't use too many, and make sure the colors look good together.
4. **Legibility is important!** Make sure your text is big enough to read and is clear.
5. **Use high-quality images** to make your pieces stand out.
6. **Keep your design simple** so the information necessary will stand out and be clear to your audience.
7. **Don't be afraid to use white space to your advantage.** Sometimes, less is more, and not every inch of the paper should have text or images on it.

🕒 **Choose the right paper.**

Different paper types are used for different projects. We offer a wide variety of paper types to ensure your mailers stand out.

[Check out our entire range of paper options and what to use them for on page 18.](#)

🕒 **Pick a coating.**

To make your mailings stand out even more, we offer different coating types to help protect your message and make it even more eye-catching.

[Learn more about the coatings we offer on page 19.](#)

🕒 **Use our List Manager.**

Our List Manager will let you target the right audience, no matter where you are taking your work. Combine lists, use our extensive search options, and see mailing labels in real-time!

OUR PRODUCTS

We offer a wide variety of products.

Property brochures, agent flyers, business cards, and door hangers are a few of our most popular products.



Property Brochures

When designing property brochures, follow some of these tips to help the property stand out.

1. Details, details, details

Be sure to include the home's essential details like square footage, bedrooms, bathrooms, and anything else that might be of interest. If you want your brochures to have a longer shelf life, consider leaving off the price. This way, your brochures are still useful even if the price changes.

2. Photos

Include the photos that help show off the home in the best light.

3. Descriptions

Try writing a short description about the home to give your marketing that extra competitive advantage.

4. Contact information

Don't forget to include your contact information! People will want to get in touch with you about the home.



Door Hangers

Door hangers are a great way to quickly introduce yourself to a neighborhood. Since real estate on a door hanger is low, be sure to include the most important information.

Include your name, photo, contact information, a blurb about yourself, and some information about your niche in the industry.



🕒 Agent Flyers

Agent flyers are a great way to introduce yourself to a new farm or give past clients a refresher on what services you offer.

To take your flyers to the next level, be sure to include some of the following:

1. A call to action

Encourage your clients to get in touch with you.

2. Information about the surrounding area

People love to know about the neighborhoods they're considering moving to.

3. Your goals as an agent

Help your clients get to know and trust you.



🕒 **Business Cards**

Business cards are an easy way to exchange contact information with clients and business connections. Use your new cards at open houses, events, and meetings.

Follow these tips for creating an eye-catching business card!

1. Keep it simple!

Business cards are small, and including too much information is distracting. Include the information people will need to get in touch with you again!

2. Make it high quality.

When getting your business cards printed, opt for thicker paper and a coated finish.

3. Stand out!

To help your card, business, and expertise stand out, include an illustration, icon, a photo of a property representing your niche, or a pop of color.

4. Use basic design principles.

Keep the design guidelines from pages 7–9 in mind when designing your business card.

5. Keep your business card updated.

Update your business card when you get new certifications, start working for a new brokerage, or begin working in a new type of real estate.

6. Get your card printed with My Marketing Matters!

Our portal allows you to upload your design and get your business cards printed whenever you need them, at the click of a button. Choose your card's thickness, the coating you want to use, and the turnaround time you need!



Ask us about our envelope stuffing services if you are looking to send your business card to a larger group by mail.

OUR FULL RANGE INCLUDES...

The full range of My Marketing Matters products are all printed in-house. Listed below are the traditional choices we provide as templates or upload-your-own PDF options:

- **Postcards**
- **2 Page Brochures**
- **4 Page Brochures**
 - Calendar-fold
 - Oblong-fold
- **Booklets**
 - 8 Page Brochures
 - 12 Page Brochures
 - 16-32 Page Brochures
 - Calendar-fold
 - Oblong-fold
- **Business Cards**
- **Stationery**
 - Envelopes
 - Notecards
 - Letterhead
- **Customized Listing Presentations**
- **Door Hangers**
- **Posters**
- **Calendars**



If you are looking for a custom product, please submit a ticket for more information by providing general specs, and send it to request@mymarketingmatters.com.

Please use the following custom quote form for detailed projects, and we will provide a full estimate on the next business day.

LIST MANAGER 2.0

The My Marketing Matters Address List Manager is a clean and modern tool built to help you reach a bigger audience. Country-wide residential addresses allow you to take your business to the next level, while our enhanced list curation features allow you to create targeted mailing lists. Our proprietary system will automatically review each list for accuracy and deliverability using the most up-to-date postal software and scan in seconds before adding to an order.

To reach your clients more efficiently than before, use the Address List Manager to auto-map uploaded lists, view mailing labels in real-time, and run search queries for single buildings. Use and combine more than one farming list for a tailored mailing approach. Access individual addresses, list details, and more, allowing you to grow your business and reach all in one convenient location.

Our new features include:

- Saved Lists to allow you to search and view saved lists.
- Around Property + Map Search to allow a full map view and the saving and editing of each address.
- Street Search to allow single building searches or range building searches.
- Upload to allow auto-mapping and drag n' drop and label view.



PAPER OPTIONS: HOW TO CHOOSE THE RIGHT ONE FOR YOU?

We offer many different paper types for all of your marketing needs. Custom paper choices available upon request.

🕒 Brochures

- 12pt coated cover
- 14pt coated cover
- 16pt coated cover
- 100# silk cover
- 100# satin text
- 100# gloss text
- 80# satin text

🕒 Postcards

- 12pt coated cover
- 14pt coated cover
- 100# silk cover

🕒 Business Cards

- 16pt coated cover
- 18pt coated cover
- 24pt coated cover
- 120# smooth cover

🕒 Folded Mailers

- 12pt coated cover
- 14pt coated cover
- 110# Crane's Crest cover
- 100# silk cover



COATING OPTIONS

My Marketing Matters offers several different kinds of paper coatings to enhance and protect all print marketing materials.

● **UV Coating**

UV coating is an excellent way to make your print marketing materials pop! It provides a brilliant glossy sheen to your business cards, postcards, flyers, and other print materials. This finish also provides a durable coating that reduces post office scuffing.

● **Satin Coating**

Satin coating is less reflective than gloss, giving a more natural matte look to your printed materials. This finish is applied anywhere toner is applied.

● **Soft Touch Coating**

Soft Touch coating is a laminated finish that creates a luxurious, velvety feel to the surface of any printed material. This finish says “upscale.”

● **Tuff Coat**

Tuff Coat is our proprietary laminate developed to limit the amount of scuffing created by the postal service sorting equipment. The clean and fresh matte surface also prevents those unsightly fingerprints. This durable finish is ideal for mailers, menus, and print materials that are handled repeatedly.

MAIL TYPES

As part of our exceptional service, we offer the following postage options through the United States Post Office.

● Presort Standard

Presort Standard postage, also known as “bulk rate,” is the economical option. To qualify for presort standard, you must have a minimum of 200 addresses. Prices vary based on mailing list distribution and the piece’s size. The turnaround time for presort standard is generally between 3–5 days from arrival at the post office, but it can take up to 14 days for delivery. With presort standard postage, you do not receive returns for invalid or vacant addresses, but they are printed with a barcode to track the mailing through our post office software.

● First-Class Postage

First-Class Postage is valid for all mailings over 50 pieces and has a 1–3 business day turnaround once it arrives at the post office. The quicker turnaround time costs more but is offered at a presort first-class discount rate as a benefit of using the portal. First-Class postage provides returns if addresses are invalid or vacant so that you can keep track of updates to your mailing lists. First-Class postage under 200 pieces have live stamps and are not trackable through the postal service.

● Presort First-Class

Presort First-Class is another first-class option and requires a minimum of 500 pieces. Like presort standard, presort first-class is printed with a bar code and is trackable through post office software. Once delivered to the post office, Presort First-Class mailings have a 1–3 business day turnaround time.



MAILING PROCESS FAQs

Now that you've read up on designing and creating your direct mail marketing campaigns, it's time to get them sent out into the world. The mailing process can be tricky, so we've answered a few of the most-asked questions for you.

🕒 **What is the status of my mailing?**

Locate your orders' status by logging into your account and selecting 'My Orders' at your portal's top navigation.

Learn what our order status updates mean:

- **Saved:** A saved order may be edited, reviewed, and is still awaiting final order submission.
- **New:** A new order has been submitted, paid, and is pending processing.
- **Awaiting Approval:** If applicable, an order awaiting approval has been submitted, payment is pending, and this order requires approval from your corporate marketing department.
- **In Progress:** An order has been submitted, paid, has passed quality control, and is in production.
- **Not Approved:** If applicable, an order that has not been approved by your corporate marketing department and must be resubmitted with changes. Payment has been canceled, and the order is not processing.
- **Canceled:** A canceled order can only be initiated by My Marketing Matters at our customers' request.
- **Completed:** An order has been submitted, paid, processed, and either printed and shipped or printed and delivered to the USPS. If applicable, some orders will not be completed until both mailing and extras portion are completed.

⦿ **What is EDDM?**

EDDM stands for Every Door Direct Mail. EDDM is a bulk mailing option offered by the United States Postal Service that allows you to reach hundreds or thousands of addresses at an affordable price. EDDM allows you to reach multiple homeowners by zip code or mailing route.

Instead of choosing individual addresses, you will use our EDDM tool by typing in your target zip code and selecting different carrier routes based on a map of that zip code. Postcards are addressed based on USPS mail carrier routes, and each address on the route gets a mailing. Therefore, addresses cannot be exempt from an EDDM mailing, and lists cannot be edited or tailored.

⦿ **What is the do not mail list?**

The Do Not Mail list is for addresses that you do not wish to ever send mail to. You simply create an excel document with address (including street number, street name, and unit number in one column), city, state, and zip code. The Do Not Mail list will be stored and de-duplicated against any list added to any future orders and automatically take off these addresses.

⦿ **How do I seed myself?**

Seeding yourself in your mailings can help keep track of your marketing materials and get an estimate of when your direct mail campaigns will be arriving in your clients' mailboxes.

To seed yourself in your mailings, add your address to your mailing lists using the "Add Additional Addresses" feature in the mailing lists portion of the portal.

⦿ **What is the minimum for mailing?**

Some of our mailing types have minimum piece requirements.

- The minimum for First-Class Postage is 50.
- The minimum for Presort Standard is 200.
- The minimum for Presort First-Class is 500.

⦿ **What turnaround time should I choose?**

Each of our products comes with a standard turnaround time, noted on all Order Detail pages (custom products will have a custom turnaround time). We also offer rush turnaround time options for the projects you need right away. Please see below for a list of our turnaround times and a brief description.

Please note: Selecting rush turnaround times does not rush the shipping option. The shipping option will need to be chosen separately.

- **1-2 business days** - If the order is placed before 3 PM, Monday - Friday, it will be shipped or mailed within 1-2 business days from the time it is placed.
- **1 Business Day** - If the order is placed before 3 PM, Monday - Friday, it will be shipped the next day by COB. If you are choosing this rush, please make sure to choose the appropriate shipping option in addition to the turnaround time to receive it by the desired date.
- **Same Business Day** - If the order is submitted before 3 PM, Monday - Friday, it will be shipped out the same day. If you are choosing this rush please make sure to choose the appropriate shipping option in addition to the turnaround time to receive it by the desired date.

⦿ **How long will it be from when I submit my mailing order until it is taken to the Post Office?**

For all Print & Mail orders under 2,500 pieces will take about 1-2 business days to address, print, and bundle for the post office. After the mail is taken to the post office, the turnaround time will depend on the postage chosen.

Read more about postage types on page 18 to learn more about mailing turnaround times with different postage.

IS NOW
A GOOD
TIME TO
SELL?

WHAT INSURANCE POLICIES YOU SHOULD HAVE AS A HOMEOWNER AND WHAT THEY MEAN

TESTIMONIAL



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FEATURED PROPERTY



123 MAIN STREET
4 Bedrooms, 3 Full Bathrooms, 2,500 Square Feet, 3...

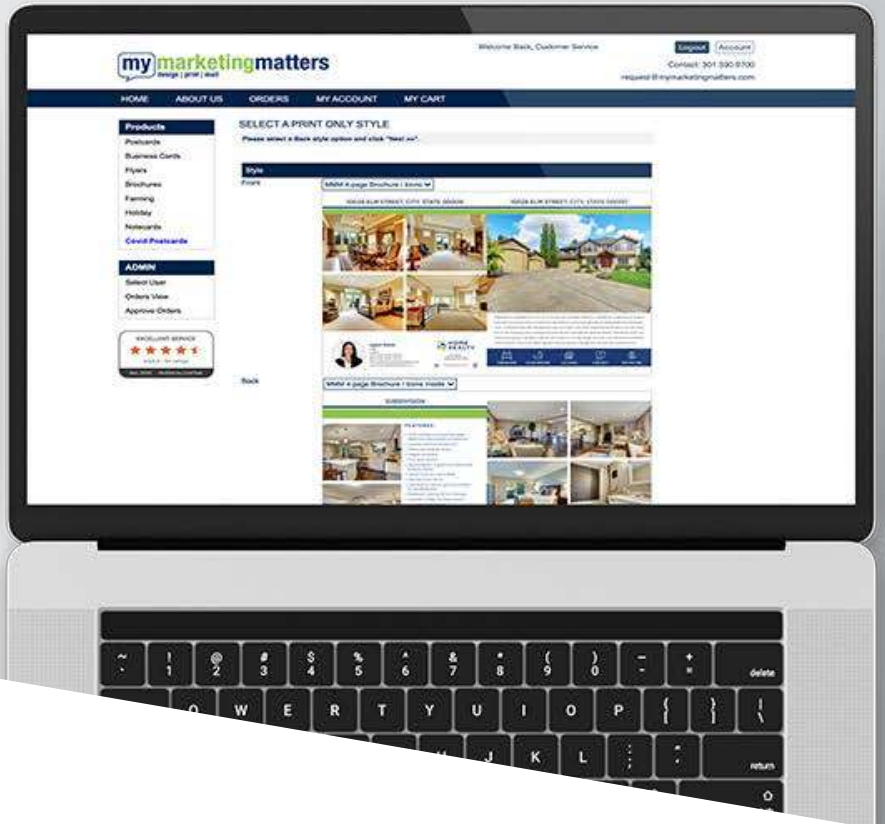
GET STARTED ON YOUR NEXT PROJECT

Log in to the My Marketing Matters On-Demand Print Platform to find custom print programs, on-demand marketing materials, seasonal templates, and more.

- **Choose a template.**
- **Insert your own photos, customize text, and proof online.**
- **Choose a mailing list, select a shipping option, and check out.**



Login and Register to get started today!



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