

RADIUS MAIL



SmartLeads USA

DIRECT MAIL TECHNOLOGY

Your next customer is the neighbor of your last!

If you're called to a subdivision for repair or replacement, chances are your customer isn't the only one in the area having issues. Leverage every completed installation to turn one job into many by casting a net around the homes surrounding your last job. All you need to do is register the warranty, click the Radius Mail box and Radius Mail automatically sends 50 homeowners surrounding that installation a series of customized mailings. Sign up for Radius Mail on your dealer website.



MAIL Smarter

RADIUS MAIL

Radius Mail is available as an à la carte program or included with ProTeam™ and ComfortTeam™ enrollment.

ProTeam™ dealers receive 10 free mailings per year.

\$1500+ Value

ComfortTeam™ dealers get 7 free mailings per year.

\$900+ Value

If purchased à la carte, each individual mailer costs only \$0.89.

It's that easy.

Complete the job and register the install — Radius Mail does the rest.
Use your **www.ArmstrongAir.biz** account for à la carte enrollment.



- Strike while the iron is hot!
- Cast a net around 50 homeowners that are similar to your last customer (age, income, lifestyle).
- Register warranty trigger
- Use call tracking number
- Hits 50 homes, 3x, every 3 weeks
- Consistency and frequency matter
- Approximately .89 / mailer
- Watch for deep discounts on Radius Mail.

Don't forget to assign a call-tracking number to your Radius Mail campaign.

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