

8 reasons to **POSTAL MAIL** occupiers

8. It's pro-active

No hoping that someone appropriate will see the website or maybe drive past your building. It's you in control, identifying your market and taking action to let your property.

7. Use your literature

It's digital these days but isn't it still important to hand a hard copy brochure personally to interested parties? Just print a larger quantity and include a postal mailing in your marketing mix.

6. Long Lasting

The message remains on the desk/in the office for some time, giving an increased chance of response.

5. Comprehensive & targeted

Postal information isn't secretive. All occupiers within a given list specification can be targeted.

4. No fighting for desk space anymore

With less postal volume now, every item sent in the post has a much greater chance of being read. It's a golden period for occupier mailing.

3. Stand out

There's always competition but nothing grabs the attention like the printed word. A hard copy mailing will get your building noticed over and above the others.

2. Professional

Advertising to senior management isn't like selling baked beans. A short, succinct message presented via letter, postcard or brochure is both a professional and accepted approach.

1. Build your brand

You may be marketing a building but any company messaging, whatever the type, will help build your brand and improve company recognition.

