

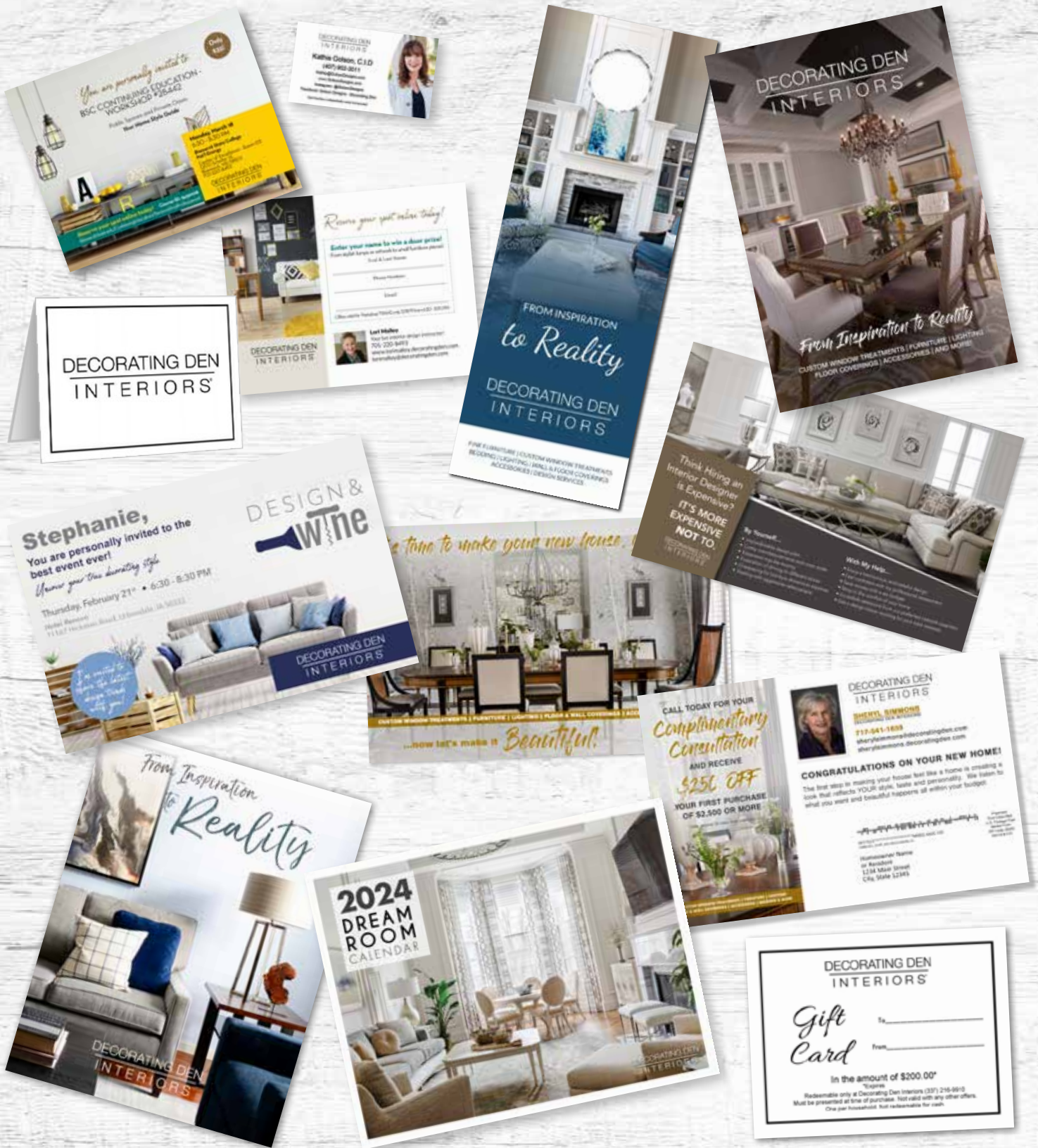


# DECORATING DEN --- INTERIORS<sup>®</sup>

## MARKETING GUIDE



**Opportunity  
Knocks<sup>™</sup>**  
Targeted Postcard Marketing



Order print marketing materials anytime through our online store. Register for a **FREE** account today using your Decorating Den franchise contact information to take advantage of exclusive pricing!

# ALL YOUR PRINTING NEEDS **IN ONE PLACE!**

- ✓ Mailed Postcards
- ✓ Business Cards
- ✓ Pocket Folders
- ✓ Letterheads
- ✓ Envelopes
- ✓ Brochures
- ✓ Calendars
- ✓ Door Hangers
- ✓ Handout Postcards & Flyers
- ✓ Thank You Cards
- ✓ Client Gift Cards
- ✓ NCR Forms: *Sales Agreement, Credit Memo, Notice of Cancellation*  
A link to the NCR Carbonless Forms is available through the Decorating Den Marketing Center.

**MARKETING CENTER**

Order Support: **866-319-7109 (x239)**

[www.DDIMarketingCenter.com](http://www.DDIMarketingCenter.com)

# EXCLUSIVE DECORATING DEN PRINT PRICING

## BUSINESS CARDS

130# Matte Cover • Full Color • 3 ½" x 2"

Options	500	1000
Single-Sided	\$40	\$60
Double-Sided	\$50	\$70

## DOOR HANGERS (Printed - Not Mailed)

100# Gloss Cover • Doorknob Cut-Out • Perforated or Non-Perforated Paper • 2 Sided • Full Color

Options	50	100	250	500
4" x 11"	\$19.50	\$35	\$77.50	\$140

## IDEA BOOK

8 Pages • Full Color • 100# Gloss Text

Options	50	100	250	500	500+
8 ½" x 11"	\$128	\$197	\$457.50	\$785	Custom Quote

## ROOM TRANSFORMATION BOOK

12 Pages • Full Color • 100# Gloss Text

Options	50	100	250	500	500+
8 ½" x 11"	\$135.50	\$212	\$495	\$860	Custom Quote

## FROM INSPIRATION TO REALITY BROCHURE

12 Pages • Full Color • 100# Gloss Text

Options	50	100	250	500	500+
8 ½" x 11"	\$135.50	\$212	\$495	\$860	Custom Quote

## CALENDARS

100# Gloss Cover • 100# Gloss Text Inside Pages • Each Page Personalized • 50 Minimum Order  
Customizable Images ([www.opkknockspostcards.com/ddimages](http://www.opkknockspostcards.com/ddimages))

Options	50	100	200	500+
8 ½" x 11"	\$184.50	\$356	\$690	Custom Quote

## NCR CARBONLESS FORMS

A link to the NCR Carbonless Forms is available through the Decorating Den Marketing Center, where minimum quantity and pricing can be found.

### Options

Sales Agreements  
Credit Memo  
Notice of Cancellation

# EXCLUSIVE DECORATING DEN PRINT PRICING (CONT.)

## PERSONALIZED POCKET FOLDERS

130# Gloss Cover • Contact Information • Personal Photo • White with Logo • One Pocket 2 Sided Customizable Images ([www.opknockspostcards.com/ddimages](http://www.opknockspostcards.com/ddimages))

Options	10	25	50	100	250
9" x 12"	\$26.25	\$61	\$112.50	\$198	\$405

## ENVELOPES

Options	100	250	500	1000
A-2 Blank Envelope (5 1/2" x 4 1/4")	\$10	\$25	\$50	\$100
Catalog Blank Envelope (12" x 9")	\$15	\$37.50	\$75	\$150

## LETTERHEAD

70# Matte Text • Logo • Contact Information

Options	100	500	1000
8 1/2" x 11"	\$33	\$70	\$110

## THANK YOU CARDS / GIFT CARDS

Options	50	100	200	300
5 1/2" x 4 1/4"	\$10	\$19	\$36	\$51

## FOLDED NOTE CARDS

Logo • Scored + Folded • Blank Inside • 130# Matte Cover

Options	50	100	200	300
5 1/2" x 4 1/4"	\$31	\$45	\$90	\$135

## SHIPPED TO YOU POSTCARDS (Shell Printed - Not Mailed)

130# Gloss Cover • Full Color • Double Sided • UV Coating

Options	100	250	500	1000	5000+
Standard (4 1/4" x 5 1/2")	\$0.19	\$0.18	\$0.17	\$0.16	\$0.12
Jumbo (5 1/2" x 8 1/2")	\$0.33	\$0.32	\$0.31	\$0.30	\$0.24
Panoramic (5 1/2" x 11")	\$0.43	\$0.42	\$0.41	\$0.40	\$0.34
Mega (8 1/2" x 11")	\$0.61	\$0.60	\$0.58	\$0.55	\$0.45
Dominator (12" x 15")	\$0.73	\$0.71	\$0.69	\$0.66	\$0.59

# TARGETED MAILING SERVICES



## EXACT TARGET

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Identifying who your best buyers are, allows us to create a customer profile and locate new prospects who all meet your target audience. By mailing to precisely who you want to communicate with, you save marketing dollars and experience better results.

Mail to specific zip codes, cities, counties, or households within a radius surrounding your business. This can be accomplished for both residential and commercial prospects.

## NEW HOMEOWNER

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Ensure brand-new homeowners in your area know about your business as soon as they move in. With our unique, automated service, you get in mailboxes before your competitors do!



Postcards are mailed every week and triggered when a home is purchased in your area. Target by zip codes, cities, or counties, home value, and property type. Information is supplied by the County Clerk's office, ensuring it is accurate and fresh.

Each new homeowner will receive a total of 3 postcards. The first postcard is mailed within 24-48 hours of the recorded home sale, while the subsequent mailings are automatically scheduled 30 and 60 days later.

Congratulate homeowners on their recent purchase, welcome them to the area, and present them with a "special offer".

Together we determine the best marketing opportunities that reflect your unique strategy and grow your business through highly-targeted mailing campaigns.

# TARGETED MAILING SERVICES (CONT.)



## RADIUS

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Leverage your success in a neighborhood by mailing to the surrounding neighbors of your current and past customers. If a neighbor trusted you, you already have a huge edge over your competition and creates a much softer sell.

Provide addresses of your customers and mail to 50 or more of the closest surrounding homes. Our system radiates outward from each address by 0.2 miles until the desired number of homes is reached.

This is a great opportunity for gated communities and other hard-to-reach areas that are difficult to advertise in.

## BIRTHDAY

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Easily generate new customers by mailing to prospects during the month of their birthday.

Postcards are automatically mailed each month and triggered by birthdays in your area. Target by gender, age, or everyone within a radius surrounding your business.

Makes for a great lasting impression!

## EVERY DOOR DIRECT MAIL (EDDM)

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Saturate neighborhoods and generate new customers by mailing to every single home and/or business in your area.

By selecting carrier routes offered by the post office, the need for extensive mailing lists and expensive postage are eliminated. The key is to identify which routes are in the neighborhoods you seek to derive business from.

With these cost savings, you can mail a range of much larger postcards that will get you noticed!

*\*Explore carrier routes in your area [eddm.usps.com/eddm](http://eddm.usps.com/eddm)*



Call to schedule a Personal Coaching Session:  
**866-319-7109 (x236)**

# NEW CUSTOMER MAILING PACKAGE

Account Setup, Postcard Design & Campaign Integration: **ONE-TIME PAYMENT OF \$195**



## Personalized postcard designs

- ✓ Unlimited revisions
- ✓ Ready in 3-5 days



## Demographic research of your area

- ✓ Ownership of mailing lists



## In-house, digital printing

- ✓ Order to print in 24-48 hours



## Postage

- ✓ Postcards delivered directly to mailbox
- ✓ 100% tracking on postcard delivery
- ✓ 92% postcard deliverability guarantee



## Account management

- ✓ Personal marketing coach
- ✓ Accessible online portal account



## Lowest pricing

- ✓ As a national account, Decorating Den franchises receive our lowest rates



# EXCLUSIVE DECORATING DEN POSTCARD PRICING

## EXACT TARGET & RADIUS

130# Gloss Cover • 100# Gloss Text\* • Variable Data • UV Coating • Full Color • Double Sided

Postcard Sizes		First Class Postage*	Standard Class Postage*
Standard	(4 ¼" x 5 ½")	\$0.75	N/A
Jumbo	(5 ½" x 8 ½")	\$1.06	\$0.92
Panoramic	(5 ½" x 11")	\$1.27	\$1.14
Mega	(8 ½" x 11")	\$2.41	\$2.03
Dominator	(12" x 15")	\$2.94	\$2.67
Dominator-Folded*	(10 ½" x 15")	\$1.81	\$1.20

\*Mailing List - \$0.08 Per Address (where applicable)

## NEW HOMEOWNER

130# Gloss Cover • Variable Data • UV Coating • Full Color • Double Sided  
Mailing List, Postage & Automation Included

Postcard Sizes		
Standard	(4 ¼" x 5 ½")	\$1.03
Jumbo	(5 ½" x 8 ½")	\$1.24

## BIRTHDAY

130# Gloss Cover • Variable Data • UV Coating • Full Color • Double Sided  
Mailing List, Postage & Automation Included

Postcard Sizes		
Standard	(4 ¼" x 5 ½")	\$0.83
Jumbo	(5 ½" x 8 ½")	\$1.00
Panoramic	(5 ½" x 11")	\$1.22

## EVERY DOOR DIRECT MAIL (EDDM)

100# Gloss Text • UV Coating • Full Color • Double Sided • \$25 Per Carrier Route • 200 Minimum Postage, Paperwork, Delivery & Samples Included

Postcard Sizes		200	500	1,000	2,500	5,000	10,000+
Panoramic	(5 ½" x 11")	\$0.91	\$0.89	\$0.88	\$0.87	\$0.86	\$0.85
Mega	(8 ½" x 11")	\$1.12	\$1.11	\$1.10	\$1.09	\$1.08	\$1.07
Dominator	(12" x 15")	\$1.52	\$1.50	\$1.49	\$1.48	\$1.47	\$1.46

# MARKETING GUIDE QUICK REFERENCE

## TARGETED CAMPAIGNS - MAILING SERVICE

Postcard Marketing Support: **866-319-7109 (x236)**  
[www.OpKnockCards.com](http://www.OpKnockCards.com)

## MARKETING CENTER - ONLINE STORE

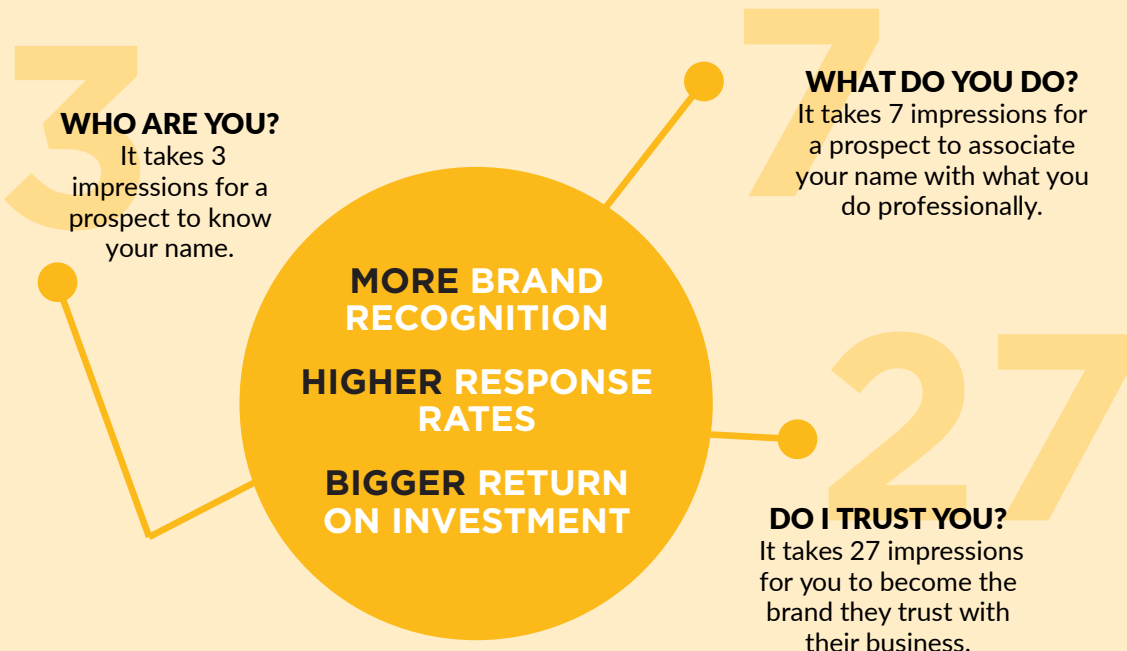
Order Support: **866-319-7109 (x239)**  
[www.DDIMarketingCenter.com](http://www.DDIMarketingCenter.com)

## IMAGE LIBRARY - DREAM ROOM PHOTOS

[www.OpKnocksPostcards.com/DDImages](http://www.OpKnocksPostcards.com/DDImages)



## 3-7-27 LAW OF BRANDING





**"I started working with Opportunity Knocks at the very beginning of my business and continue to love our partnership. They understand my needs and goals as a business owner and are passionate about helping me fulfill them. Their products are beautiful - they make me look so good! And the customer service is outstanding. Always a pleasure to collaborate with their team!"**

*- C. Atwell*

**GROW YOUR BUSINESS BY  
CALLING IN TODAY!**

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**866-319-7109 (x236)**

[www.opknockcards.com](http://www.opknockcards.com)

## **TESTIMONIALS:** [Google Reviews](#) | [Facebook Reviews](#)

**"The team at Opportunity Knocks does an outstanding job. Their partnership has been a critical component of our marketing strategy that has helped us achieve our sales goals year after year!!!"**

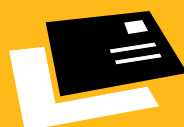
*- B. Frazier*

**"Opportunity Knocks has great products and outstanding service. They create your product, take care of the delivery details and mailing. I am able to use my time to design and leave the marketing to the experts. All their products are very professional and depict my business services beautifully. Their team provides excellent service."**

*- M. Busscher*

**"I have trusted Opportunity Knocks for all of my print marketing to my past clients for many years. The team is terrific and the customer service is great. They are always there to help if I can't find something or need assistance with an idea or edit. I would highly recommend their services."**

*- R. Clark*



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