

# **GAF Commercial SmartMail™**

## **Sell Sheet**

*Updated: 7/2011*



*Quality You Can Trust...From North  
America's Largest Roofing Manufacturer!™*



**Customizable Lead Generating Program...**

# **GAF Commercial SmartMail™**



A powerful direct-mail lead generation program that is hassle-free, cost-efficient and **totally customizable online!**

## **What SmartMail™ Can Do...**

### **Web-based Direct Mail!!!**

**Two Convenient Design Options...** *Online Template Designs...* Choose from several different professional design templates & customize, or — *Upload Your Own Design!*

- **High Quality Printing...** 4-color two-sided postcards are professionally printed at extremely reasonable rates.
- **Integrated Mailing...** You select the target area—SmartMail sends your postcards to your prospect database or to your designated area.
- **Variety of Options...** ‘Testimonial’ postcards deliver your marketing message; use ‘Marketing Series’ postcards for an effective, coordinated & planned approach.

## **Who Can Use It?**



## **Benefits For You...**

- ✓ **Target Marketing...** target hundreds of high potential customers —without cold calling!
- ✓ **Follow-up Report...** includes the contact information of your prospects
- ✓ **Great Value...** over 50% savings versus the typical costs for a similar mailing
- ✓ **Volume Discounts...** available for orders  $\geq$  5,000 pieces
- ✓ **No Hassles...** All printing, mailing, and postage is processed & sent within three days

**Tips for Success...** guidance from the pros for a successful & profitable direct-mail campaign

## **How Do I Get Started?**

### **Log onto the Certified Contractor Zone...**

- Click on the SmartMail link and proceed to the login page at SmartMail
- Call 1-800-767-9559 for login help or questions about the program

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