GAF SmartMail™

Information Sheet

Updated: 6/09

GAF SmartMail™

"Customizable Lead Generating Program—To Build Your Profits"

SmartMail…	Powerful turn-key direct mail program that is hassle-free and cost-efficient—and now **totally customizable online by you!**

Complete Turn-key System…	• **Two Convenient Design Options**…
	   - *Online Design*… Choose from several different professional design templates that you can customize with your own logo, selling copy and special offers
	   - *Upload Your Own Design*… Work on your own mail piece and have it printed and mailed by SmartMail
	• **High Quality Printing**…. 4-color two-sided post cards are professionally printed by SmartMail at extremely reasonable rates
	• **Integrated Mailing**… You choose the neighborhood—SmartMail mails all of the completed postcards to your designated area

How SmartMail Will Affect Your Business…	• **Target Marketing**… direct mail allows you to target hundreds of high potential customers without having to cold call (mailing area opportunity here- radius, neighborhood, zip code) • **Great Value…** over 50% savings versus the typical costs for a similar mailing
Do the Math…	Assume that GAF SmartMail generates just a ½ % response rate (i.e. - one more job for every 200 SmartMail cards) with an average profit of $1250 per job If you do 10 SmartMail mailings (1,000 post cards), your investment will be about $400, **but your additional profit will be $6250!!!** **Quick Tip… the more you canvas the area, the better response rate you will see, which is why volume is so important**

Increasing Your Response Rate….	Effective Promotions	
	Clear and Consistent Message	Make sure your message reflects your business' value proposition (i.e., what makes you "special")
	Universal Offer…	Only advertise discounts that apply to a wide audience *Example: Not all customers want to re-do their entire house; however all recipients of your mailing could use a $200 discount on their purchase. Also, dollars off works better than a percentage off.*
	Worthwhile Promotion For Your Customers…	When you flip through advertisements, do you keep flyers promoting minimal discounts?? **Remember to offer a discount that would attract YOU!**
	Importance of Volume	
	Repetition is Key	**Multiple Mailings**… increase response rates by doing multiple mailings to the same area **Double and Triple Results**… on the second mailing to the same area, your response rate could increase to 2-3 % and on your third mailing, it could increase to 5-6%!!
	Show Commitment to Method	Commit to direct mail for a set time and then track the results to find out how effective the program worked

Enjoy the Benefits of Being a GAF Certified Contractor…	# of cards in mailing	Typical 4" X 6" Retail Price	SmartMail 4" X 6" Postcard	Typical 8.5" X 5.5" Retail Price	BEST VALUE SmartMail 8.5" X 5.5" Jumbo Postcard	
	200	$250	**$88**	$300	**$94**	
	250	$315	**$105**	$375	**$112.50**	
	500	$450	**$205**	$500	**$220**	
	1000	$800	**$400**	$850	**$420**	

Using the Online Designer

Accessing SmartMail…	Log onto the Certified Contractor Zone ➡ Click on the SmartMail Icon and proceed to the log in page at SmartMail ➡ Call 1-800-767-9227 to get log in help or if you have questions about the program in general
Choose Your Method…	Two Convenient Design Options… o **Online Design**… follow the steps below to create a customized mailing piece o **Upload Your Own Design**… if you don't see anything you like, design your own card and upload the artwork to the SmartMail site (follow instructions on website for proper upload)
Choose Your Front Design… *Don't see anything you like?* *Upload your own pre-designed card*	o Choose from several pre-designed postcards o Personalize your design and copy <table><tr><td>Step</td><td>Action</td></tr><tr><td>1</td><td>**Professionally Designed Fronts**… choose a postcard front from several different choices</td></tr><tr><td>2</td><td>**Company Logo**… add your logo and name to the front of the card for great visibility</td></tr><tr><td>3</td><td>**Customizable Coupons**… choose what type of promotion you want to offer your customers</td></tr></table>
Select a Back Design …	**Example (more options available):** No Design Allowed in Postal Area <table><tr><td>Step</td><td>Action</td></tr><tr><td>1</td><td>**Professional Design Choices**… choose the design you would like to use for the back of the card (GAF/SmartMail will provide several different options)</td></tr><tr><td>2</td><td>**Customize Copy**… use recommended selling copy or develop your own</td></tr><tr><td>3</td><td>**Promotional Coupons**… choose what type of promotion you want to offer your potential customers and modify the copy on the coupon to suit your needs</td></tr><tr><td>4</td><td>**Company Information…** include your contact information and logo</td></tr></table>
Pick Out Mailing Recipients…	Choose mailing area o **Target Location Mailing**…. mail within a radius around a specific target o **Street Smart**… direct your mailing around specific streets o **Zip Code Criteria**…mail to specific zip codes
Leave the Rest to SmartMail…	SmartMail team does the rest o All printing, mailing, and postage is processed at one location. Mailing will be sent within a few days!!