

Why Targeting New Movers is the Best Move for Your Business



According to the [USPS](#), around 45 million people move every year in the United States; that's almost 17% of the population.

Whether homeowners or renters, young or old, single or families, these new movers all have one thing in common: they need to find replacements for the businesses they used to frequent. Their loyalty to the brands they used in their old cities is tested as they reestablish themselves in a new area. From hairstylist to family doctor, these consumers have to start over.

The good news is, people who have just moved to a new town or city are open to spending money with local retailers. The bad news is that so many of those local retailers who deserve the business are missing the opportunity to adequately market to new movers because their competitors are getting a head start.

If you want to take advantage of the lucrative new movers market, you have to be the first to reach them with your brand message. You also need to understand who these movers are, and how they engage with brands, in order to make your message stand out.

About New Movers

So, who are these new movers and what should you know about them?

According to a 2013 study by [Epsilon](#), the largest percentage of new movers fall into the 24 to 34-year-old category. The largest group of new movers earns \$50,000 - \$75,000, and more renters move than homeowners.

These movers are prepared to spend some money to get established in their new homes. People buying new houses spend, on average, \$9400 after their move; renters spend around \$4700.

These new expenditures run the gamut, from home decor and furnishings to new or updated services. Approximately 60% of movers will change their service providers, while 42% will upgrade their services.

Of course, these numbers don't tell the whole story about new movers. With a little extra study, you can further target your efforts.

Why Target New Movers?

To put it simply: ROI.

New mover campaigns bring a higher return on investment than any other customer acquisition method. If you can capture the business of a new mover, you have a higher chance of keeping that business for as long as the consumer stays in the home.

This can push the lifetime value of a customer into the thousands of dollars, even if they're buying mostly small-ticket items. For example, a family that lives in the same home for four years and spends \$25 on pizza two weekends per month can bring upwards of \$2500 in revenue to that pizzeria.



If you spend less than a dollar on a direct mail piece, and a coupon for a free pizza as soon as the family moves in, you're looking at a huge return on investment for that customer.

New movers present a golden opportunity for you to make a great first impression. Done right, a new movers mail campaign can help you gain new customers' loyalty before your competitors have a chance to speak to them.

By targeting these consumers, you're getting your message in front of them while they're most receptive and still researching their new options.

Three New Mover Categories

In order to effectively address the needs of this market, it's important to understand who the majority of new movers are. It also helps to know a little bit about their spending habits.

Epsilon's study identified several categories of people who were likely to move.

- Category 1, the group most likely to move, has an average head of household age of 35 and an average household income under \$30,000.

Only 2% of consumers in this group have children, and around half of them rent their homes. They usually have a very short length of residence, and their most common purchases include auto accessories, home decor, and hunting/fishing equipment.

- Next in order of likeliness to move, Category 2 is made up mostly of young adults around 35 years old, most of whom have completed college or grad school. Their average household income is \$75,000 to \$80,000, and around half of them own their homes.

Consumers in this group are very interested in online shopping, preferring it to either mail or in-store purchasing. Common purchases in this group include women's clothing, outdoor recreational equipment, arts and crafts, and kitchen accessories and decor.

- The third category is made up of young households, 65% of which have one or more children. This group includes a smaller percentage of homeowners than the rest of the population, and their average household income is less than \$50,000.

Mostly high school grads with some vocational/technical schooling, this group works largely in sales, clerical, and craftsman positions. Like Category 2, this group prefers online shopping to mail order or local retail.

Their most common purchases include children's merchandise, automotive accessories, and hunting/fishing equipment. Their purchases are usually made with the family budget firmly in mind.

From these findings, we can infer that the most likely target demographic for a successful new movers campaign is a younger family with a head of household under 40 years old, making less than \$75,000 per year, and with a budget-conscious approach to spending.

Using our unique data approach, NewMoversMail.com can help you find more information about these potential customers. That information can help you give them a focused, targeted message that will resonate with them and bring them to your business.

Data is Crucial

Gathering information about new movers quickly and efficiently is crucial to running a successful direct mail campaign. In order to reach them before your competitors do, you need to know more than just their move-in date.



The more sources from which you can pull customer information, the more detailed your profile will be, and the better you can target your message. These sources include, but are not limited to:

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- Public deed records
- Financial records
- Telephone companies
- Utility companies

Comparing data from these and other sources helps you come up with the most accurate list of new movers possible. NewMoversMail.com goes a step even further, by letting you select the demographic information you want to target for the new movers on your list. These demographics let you come up with a custom-built profile for the people who move into your area, rather than relying on a generalized new mover persona.

Conclusion

If you want to grow your business, customer acquisition is essential. New mover mail campaigns, with their high return on investment, present a major opportunity to capture the attention of new customers.

New movers account for 17% of the population. That percentage represents a lot of business, and a lot of money, to retailers who are able to capture the attention of those potential customers.

NewMoversMail.com has a unique approach to data that gives you maximum insight into the average mover's spending habits and income. With information from up to 20 different sources, our data allows you to speak directly to that consumer's needs.

Even better: Because we gather our information from so many diverse sources, you can get your message in front of that mover before your competitors do. That message can land you a lifelong customer, boosting your ROI year after year.

About NewMoversMail.com:

New movers are a responsive, lucrative source of new business for many companies. NewMoversMail.com provides an easy and cost-effective way to manage your new mover campaign.

We run the largest new mover campaign in the country for a Fortune 50 home improvement chain, which has enjoyed a triple-digit ROI from our efforts.

We mail weekly to ensure you get in your prospects' mailbox before your competitors, and we pull both pre-move and post-move data from up to 20 sources to get you the most up-to-date list possible.



At only 67¢ per piece with no contracts and no minimum fees, NewMoversMail's direct mail campaigns ensure the greatest return for your money. Additionally, our free app allows you to track your ROI in real time to keep up with your campaign.

Learn more today at NewMoversMail.com.