

# NEW MOVER ENGAGEMENT



Surround New Movers with Innovative Direct Mail & Digital Marketing  
Using an Evidence-Based Marketing™ Approach

# CMPkc's PROVEN ENGAGEMENT STRATEGIES

Our proven combination of innovative direct mail and New Mover digital targeting persuades this valuable audience with a proven offer and encourages deep engagement with your healthcare system.

## Personalized Direct Mail

With variable data components

## Compelling Messaging

With offers

## Target New Movers

With digital advertising

## Personal URLs (PURLs)

To increase online engagement

## Custom Mapping

Dynamically printed maps and Google-integrated online mapping

## Marketing Automation

Ongoing relationship management

## Analytics

To drive campaign optimization and ROI

## CMPkc uses the Latest Advancements in New Mover Marketing



### VIDEO

Pre-Roll & OTT



### DIGITAL DISPLAY

Ads to Same Households as Direct Mail



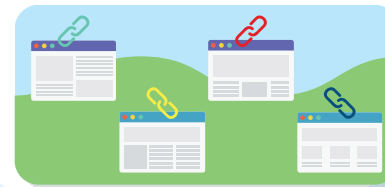
### COMMUNICATE PROXIMITY

Custom Printed Maps for Each Recipient



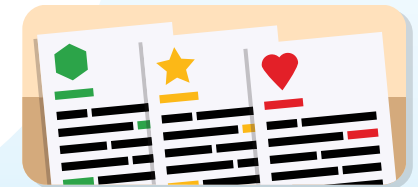
### PERSONALIZED LANDING PAGE

Google-Map Integration



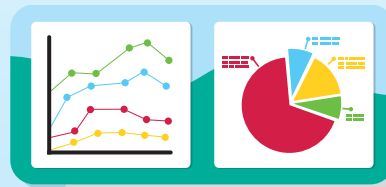
### PURLS

Personalized Web Pages to Increase Engagement



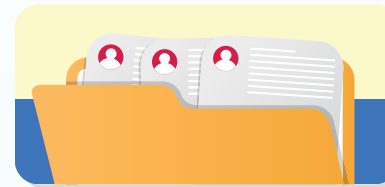
### VARIABLE DIGITAL PRINTING

Personalized Everything



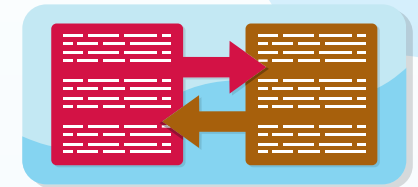
### ANALYTICS

Measure Everything



### EMAIL COLLECTION

Third-Party Validation



### CRM INTEGRATION

Seamless New Mover Data Transfer

# Multi-channel Journey to New Patient Acquisition

## It starts with personalized direct mail.

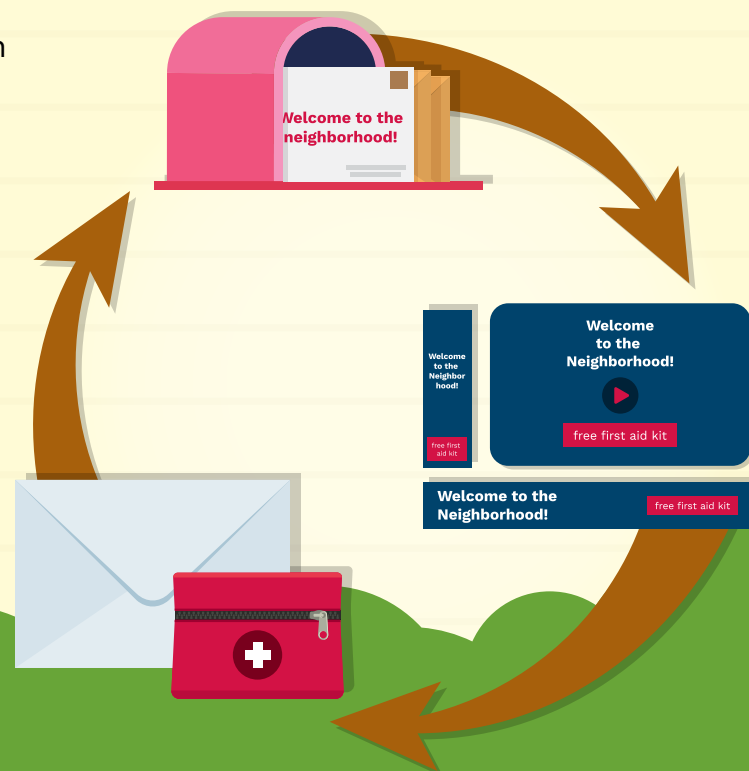
- Custom-printed proximity maps show each New Mover the distance between their new residence and your closest hospital, primary care office, urgent care, emergency department and entry points to your hospital service lines.
- Tailored QR codes and PURLs (Personal URLs) direct consumers to Google-map integrated landing pages that show all your healthcare facilities in the area.
- Next-level engagement tools allow New Movers to request a free first aid kit, opt in to email and share household healthcare interests.

## The next step is targeted digital ads.

- Matching the New Mover's physical address with their digital (IP) address, we can present banner, OTT, and pre-roll ads.

## Maintain engagement through follow-up direct mail and fulfillment.

- Second-touch respondent mailing with free first aid kit.
- Requested hospital service line access information.



## HIGHEST RESPONSE RATES

**4-16%** **RESPONSE RATE** The synergy between our offline and online marketing produces New Mover response rates that exceed expectations. And CMPkc doesn't stop with the New Mover's first response. Our Consumer Engagement Marketing strategies motivate New Movers to share their healthcare interests with your health system, allowing marketers to tailor future communications relevant to each New Mover.

# TURN NEW MOVERS INTO NEW PATIENTS

Soon after the moving truck leaves, New Movers are often faced with the need to find new healthcare providers. This is the perfect opportunity to welcome them to the neighborhood and show them what your healthcare organization has to offer.

**More than 30 million people will move at least once in the next 12 months. That's an astounding 10% of the U.S. population!**

Nearly 40% of New Movers are relocating from outside your market area. These families will most certainly be seeking new primary care providers, urgent care, emergency rooms and other hospital service lines.

With CMPkc's powerful engagement approach, utilizing new digital technology and innovative direct mail, healthcare marketers can successfully engage New Movers and increase their health system's utilization.



**Request your New Mover customer experience consultation today!**



CREATIVE MARKETING PROGRAMS  
Kansas City

(800) 373-6843