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Local Entrepreneurs Expand Into the Birthday Mailing Business
Money Mailer of Fox River Valley Offers Small Businesses a Unique and Effective Way to Market Their Businesses

St. Charles, Ill. – Successful business owners, Mark and Sharon Spero of Money Mailer of Fox River Valley, are pleased to announce their new venture into the birthday mailing business. Birthday mailings are personalized direct mail postcards that are mailed each month to local residents in a select radius around the participating business. The postcards are sent to highly targeted recipients who are celebrating birthdays in that particular month. As a way to entice new customers, each postcard promotes a valuable birthday gift certificate or other freebie, which is redeemable at the marketer’s local place of business.



Using state-of-the-art, digitalized targeted lists, the postcard is personalized with the recipient’s name in order to grab attention and draw the reader in. The marketer has the ability to select the ideal audience for their individual business by customizing the mailing area through a wide range of demographics, including zip code, radius around the business, age, income, gender, and more. With many years of success in the direct mail business, the Speros are confident that birthday mailings can be a highly effective means of advertising for local businesses in the Chicago area. “Birthday mailings are a great way to attract new customers each month and create loyalty with existing customers at the same time,” according to Sharon Spero. “The unique value of birthday mailings is that they are non-seasonal and recession proof, while being highly affordable!” she added.

The Speros offer flexible options that allow business owners to get started with easy and economical plans. “We’re business owners ourselves, and we know the challenges of running your own company, so we want keep the process as simple as possible for our fellow entrepreneurs,” Mark Spero said. “We offer flexible quantities, low setup fees, customizable art design, and easy, pay-as-you-go monthly plans,” Mark added.

In business since 1998, this latest venture for the Speros aligns well with their current business model. They are highly experienced delivering a wide range of direct mail products, including shared envelope coupons, high impact direct mail postcards, direct mail letters, and new mover mailings. Money Mailer coupons are also available online through MoneyMailer.com and the Money Mailer app.

About Money Mailer of Fox River Valley

Money Mailer of Fox River Valley provides turnkey direct mail marketing solutions for local and national businesses. Specializing in cost-effective, customized plans for small to mid-size businesses, owners Mark and Sharon Spero work directly with their customers, offering a complete advertising package from ad design, print, list management, to final delivery. For more information, visit www.moneymailerfrv.com

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