Post-it Note Marketing

FAQs

Richard Roop’s Real Estate Investors Coaching Group

These FAQs on working with MARKOTS™ are intended only for users of Richard Roop’s direct marketing programs which involve proprietary templates of BottomLine Results. If you are not part of that group, please start the process at www.RichardRoop.com which is an independent organization.

1. What are the direct marketing services that MARKOTS provides for real estate investors?
We provide start to finish direct mail and direct-to-door marketing services. This includes post-it notes, postcards and door hangers.

2. How do these programs work?

Post-it Notes (3M Product): The economic quantity is 25,000 pieces (3x5 canary paper/black ink) for $690 (printing only). For 4x6, the price is $850. Distribution is done at additional 15.5¢/pc in minimum lots of 5,000 pcs.

Postcards: We charge 28¢/pc for 4x6 postcards for design, printing and mailing with standard postage paid for saturating a neighborhood, minimum 4,000 pcs. Full details can be found at these links:
http://www.markots.com/forms/postcard_form.htm
http://www.markots.com/postcards/postcards_faq.html

Door hangers: There is a minimum of 5,000 pcs with a turnkey price of 28¢/pc. Full details can be found at these links:
http://markots.com/forms/doorhanger_form.htm
http://markots.com/doorhangers/doorhanger_marketing_faq.html

3. I want to get started on the post-it notes program, what do I do next?
Tell us which of the several Richard Roop templates you will be using. Give us your specific information to insert in the post-it note—usually phone number and website. We will provide you with a proof for approval within a day. When we receive approval and payment (we take check, VISA, MasterCard and American Express), we will send it off to print. Turnaround time is 9 days for production and further 5 days for ground shipping before you (or we) will have the post-it notes in hand. You need to tell us if you want the post-it notes sent to you or prefer that we hold them on your behalf (if we are going to be handling distribution for you). You can hold them even if we are doing the distribution and we will pick them up from you as needed. The price quoted above is all inclusive for type-setting, proofing, printing and ground shipping. There is no additional cost.
4. How about distribution, how is that planned?

Distribution planning involves determining areas and counts through a demographics evaluation and mapping. Some advertisers know exactly what areas they wish to target, others need help, which is again provided at no additional cost. There are two ways to request maps and counts. You may fill this form here and we will respond with the information by email:

http://www.markots.com/doorhangers/demographics_request.html

Or you may request a live online meeting where we can select the areas using the powerful mapping and demographic tools at our disposal. Distribution planning also involves setting up a schedule and this can involve lead times of 2-3 weeks. For these reasons, it is always advisable to work on mapping and on scheduling as soon as you have approved the proof and we have sent the post-it notes for printing. The actual distribution of the post-it notes takes 1-2 days for 5,000-10,000 quantity. Minimum quantity for distribution per drop is 5,000 pcs.

5. What are the payment terms for the distribution?

Payment has to be received before the distribution is begun as the crews have to be paid by us immediately on completion of the job.

6. Can we print through you and handle our own distribution?

Yes, you can. You do not have to distribute the post-it notes through us.

7. Can you handle distribution of post-it notes we already have printed elsewhere?

Yes, we can handle distribution-only of your own printed material.

8. What quality assurance programs do you have in place to ensure the distribution is done to acceptable standards?

Our crews are supervised and we use the same crews on an ongoing basis on multiple jobs. They have a strong interest in performing perfectly to ensure they continuously get projects from us. We also have GPS tracking and physical audits (independent of the crew) to ensure standards are maintained.

9. Anything else I need to know?

We need to re-emphasize giving enough lead time to these projects. We plan many of these distributions back to back to make them viable for small distribution quantities (5K-10K). So the crew may finish another job 50 miles away and then move to your area etc. For this reason, it is important we get your preferred distribution dates with as much lead time as possible.

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