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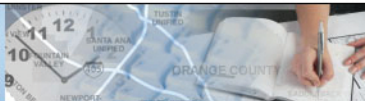
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JAN NORMAN ON SMALL BUSINESS

news and practical tips for orange county small business owners



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Co-op ads combine with door hangers in south Orange County

March 24th, 2008 • Post a Comment • posted by Jan Norman

What do you get when you cross one of the cheapest forms of direct marketing with the long-established pooling of ad dollars? Co-op door hangers.

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ABOUT DOOR-MAIL

At least that's what **Door-Mail** of Foothill Ranch is offering in South Orange County.

Local businesses, from the real estate office to the pizza parlor, go around the neighborhoods hanging their ads on doors. Co-op advertising long has combined the scarce marketing dollars of many small businesses to get broader reach for all of them.

This approach seems to have been spreading across the country as part of the trend away from mass direct mail advertising. A simple Google search turns up dozens of printers and ad houses that offer both door hangers and co-op marketing also offering to combine the two, such as [here](#) and [here](#).

Door-Mail co-founder Curt Canales said he and partner Appic Minassian are trying to get away from door hangers perceived as junk, printed in one color on cheap paper. Door-Mail delivers to 80,000 south county homes oversized - 6.25" by 28" - hangers printed in four colors on both sides.

For such a low-tech ad, the service has become pretty techie. Door-Mail and many of its counterparts in other parts of the country offer GPS tracking for accurate and guaranteed delivery. That's a far cry from paying your 12-year-old neighbor \$10 and hoping he doesn't ditch your stack of door hangers in the storm drain.

"We're determined to move the door hanger from a 'small-fry' medium to a higher, more prominent level in the marketing mix," Canales said.

Stumble it!

This entry was posted on Monday, March 24th, 2008 at 5:00 am and is filed under Local companies, Marketing. You can follow any responses to this entry through the RSS 2.0 feed. You can leave a response, or trackback from your own site.



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