

JL

2020
PORTFOLIO
JORDANHALDANE.COM



 IMPACT
HEALTH



 IMPACT
HEALTH



HEALTHCARE

Unused: Impact Health

ZNL
MOTORSPORTS



ZNL MOTORSPORTS

MOTORSPORTS

ZACH LEACH MOTORSPORTS

*Richelle
Kutchik*
CERTIFIED MUA

WELLNESS

RICHELLE KUTCHICK BRANDING



Drive Utilization with the Latest New Mover Engagement Strategies

Nearly 40% of New Movers are relocating from outside your market area and will be searching for new healthcare partners. With CMPkc's powerful approach, utilizing new digital technology and innovative direct mail, you can successfully engage New Movers and create a significant return on investment.

Our integrated strategies, with multiple communication points, include digital advertising, direct mail, email and second-touch fulfillment engagement. Our approach helps you engage consumers and build a relationship with them utilizing the valuable self-reported data we collect—data that can be used to continue engagement and market specific health system services.

Reach The Right People

Our 100% accuracy IP Direct Mail™ allows "Welcome to the Neighborhood" digital ads to be served into the same households that receive personalized and innovative direct mail.



CMPkc's proven strategies:

- Personalized direct mail
- Compelling messages
- Target New Movers via IP Direct Mail™
- Personalized (Push) - Custom mapping - right
- Integrated digital channels
- Marketing automation - analytics - drive conversion

A Proven Path to Utilization

Because we've tested every component of our innovative direct mail package and digital ads, we know how to engage New Movers, encourage them to respond, and get them to share self-reported data. We persuade New Movers with a proven offer and encourage them to visit a personalized landing page by simply including their name in a personalized, integrated message. We encourage them to visit their personalized website.



Digitally Engage New Movers in as Little as 24 Hours with IP Direct Marketing™

Drive market share using our patented technology that correlates a New Mover's address to a unique IP address with 100% accuracy.




New Mover Marketing: Ignite Your ROI

Combining innovative direct mail and digital marketing to drive health system utilization

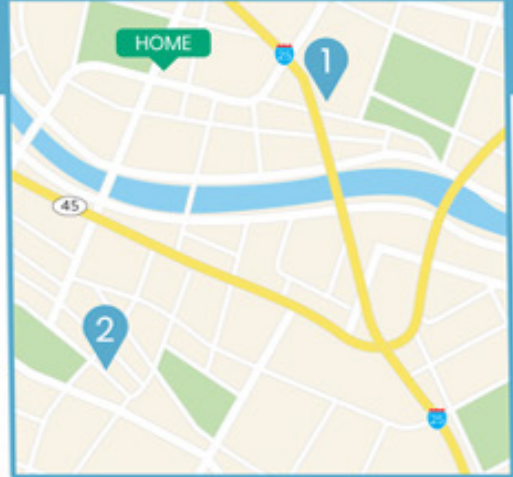
visit cmpkc.com/newmovers for more information.



Jane, welcome to our neighborhood!



These are the closest stores to your new home.



- 1. Good Grocery – 2.4mi**
1234 Main St.
Anytown, US 12345
- 2. Good Grocery – 4.6mi**
4567 Grand Boulevard
Anytown, US 12345

good-grocery.igniteYourROI.com

Visit the URL above to sign up for a **FREE reusable shopping bag** and a **\$10 coupon** as our housewarming gift.

FREE \$10 COUPON

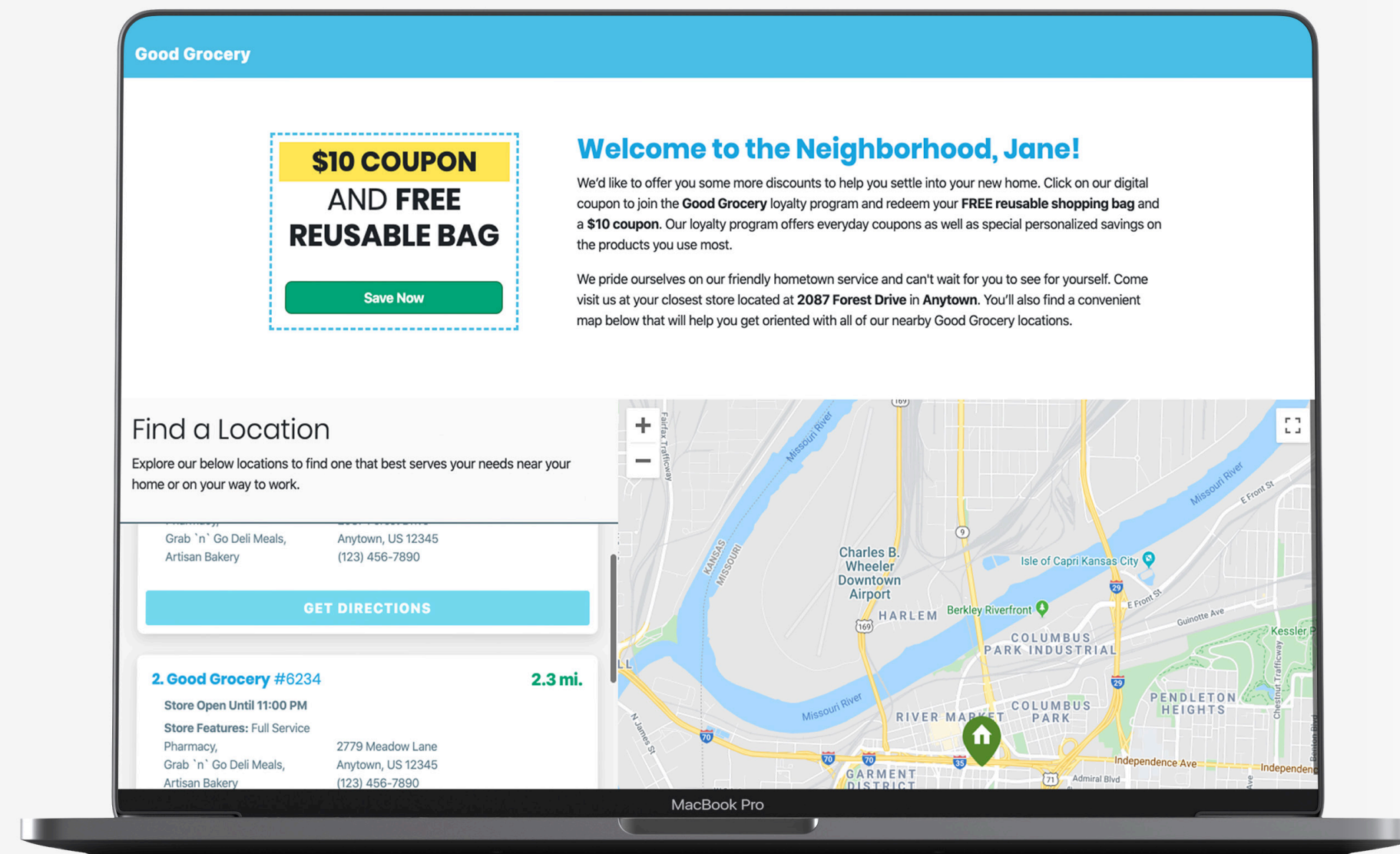


GET 15% OFF
your next grocery purchase

When you transfer and fill your first prescription at your local Good Grocery Pharmacy, we'll give you 15% off your grocery total.

B2B MARKETING

Creative Marketing Programs



Good Grocery

**\$10 COUPON
AND FREE
REUSABLE
BAG**

Save Now

**Welcome to the
Neighborhood,
Jane!**

We'd like to offer you some more discounts to help you settle into your new home. Click on our digital coupon to join the **Good Grocery**



Find a Location
Explore our below locations to find one that best serves your needs near your home or on your way to work.

1. Good Grocery #7234
Store Open Until 11:00 PM
Store Features: Full Service Pharmacy, Grab 'n' Go Deli Meals, Artisan Bakery
2087 Forest Drive
Anytown, US 12345
(123) 456-7890
1 mi.

GET DIRECTIONS

B2B MARKETING

Creative Marketing Programs

ignites your marketing ROI.

We partner with local and national grocery stores to grow sales using our patented technology that places

Why New Movers?

Your targeted digital display ads run at exactly the same time New Movers are seeking for local grocery stores and pharmacies close to their new home.

95 percent of New Movers are more likely to purchase groceries

New homeowners have an average annual household income of

\$65,000

New Movers spend

\$8,700

following a relocation

B2B MARKETING

Creative Marketing Programs

THANK YOU

FOR VIEWING

