

CITY OF ELLISVILLE

Coupon Marketing Program



SHOPELLISVILLE.BIZ



The City of Ellisville provides every new household with a New Resident Welcome Packet. The Packet includes important information regarding city services, such as trash pick up, recycling, leaf pick up, snow removal and many others. As part of the City's on-going effort to help our businesses thrive,

we are offering you an opportunity to introduce your business to every new resident by including a coupon or voucher in our New Resident Welcome Packets. Coupons/vouchers are a sophisticated marketing tool, which not only introduce your business to local residents and help drive sales, but also build brand image and customer loyalty.

How the Program Works

The City issues approximately forty (40) residential occupancy permits per month. That's forty new households (and potential customers) every month! We ask that you provide the City with enough coupons or vouchers to insert in each Welcome Packet. You decide whether to deliver new coupons monthly, quarterly or bi-annually.

Q: What type of coupons are best?

A: Coupons that offer something free work best to get residents into your business.

Q: What size paper and paper weight should I use?

A: We ask that your COUPONS BE SIZED 5" BY 8" OR SMALLER and printed on paper or light card stock (20lb to 100lb U.S. Basis Weight). **Coupons larger than 5" by 8" cannot be**

Did you know the City of Ellisville provides welcome packets to new households?

included in the packet.

Q: Is there a fee for this service?

A: No, there is no fee for the service. Your only expense will be the production of the actual coupons/vouchers. Once you deliver the coupons/vouchers to City Hall, we will take care of the rest.

Q: Any tips?

A: Yes, in addition to offering a freebie, we encourage you to add language in your coupon 'welcoming' the new residents to Ellisville and your business.

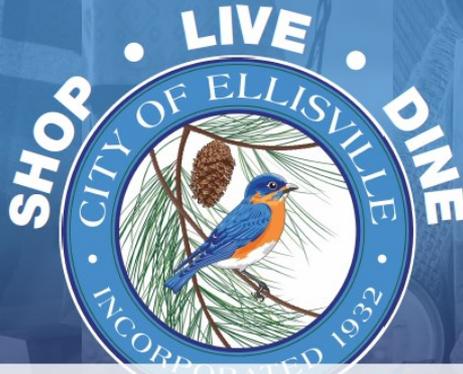
Q: May I add information regarding my operation during COVID/Pandemic to my coupons?

A: Absolutely! Include information regarding your hours and services (curb-side pick up, delivery, etc.) to the coupon.

Q: How do I deliver my coupons?

A: Coupons should be delivered to City Hall, 1 Weis Avenue, Ellisville, MO 63011 between 8AM and 5PM, Attention: Economic Development. Make sure all your business contact information is included.





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