

ADT

Multifamily Division Direct Mail Campaign

THE SITUATION:

The ADT Multifamily division develops turnkey security and smart home living solutions for the multifamily housing industry that can help property owners increase occupancy, enhance property value and drive revenue. They turned to Zeller Marketing & Design to target a list of high-potential revenue prospects with a compelling direct mail campaign.

OUR SOLUTION:

After learning the needs of the prospects and their pain points, Zeller identified four areas that would resonate with ADT’s target audience: service, eliminating confusion, profitability and a national footprint. We developed a direct mail campaign with four touch points. The first mailer focused on the profits ADT’s prospects could potentially earn by partnering with ADT Multifamily. It included an informative brochure that was sent in a compelling package along with \$10,000 in fake money.

THE RESULT:

Out of 159 mailers sent on the first touch, ADT was able to secure 10 meetings with interested prospects. Time will tell the bottom-line success of this effort once the additional mailings in this four-part campaign are delivered.



MEET THE BEST FAMILY TO TAKE CARE OF YOUR FAMILIES



“I have the \$10,000 sitting on my desk, and I can’t tell you how many people have asked me if it is real. Great marketing piece and attention grabber. I am very familiar with ADT and have had a host of contracts with your firm at a number of properties throughout my career.”

—Director of Operations

WHEN YOU OFFER A BETTER LIVING EXPERIENCE, IT PAYS.
ADT WILL HELP YOU DISCOVER ADDITIONAL REVENUE.

Our security and smart living solutions are an attractive amenity that your tenants are likely willing to pay a premium for when searching for a place to call home.



The 2017 National Multifamily Housing Council (NMHC) Topline Resident Preferences Report shows a high percentage of respondents were interested, or very interested, in security and smart home features:

ALARM SYSTEMS SMART LOCKS SMART THERMOSTATS SMART LIGHTING



The average dollar amount residents say they would expect to pay monthly for the following amenities...



INTEGRATING SECURITY AND SMART HOME SOLUTIONS CAN BE A CHALLENGE.
WE UNCOMPLICATE THINGS.

Security and smart home solutions are powerful leasing tools that help increase occupancy, drive revenue and enhance your property value. Our turnkey residential security operation provides one convenient source for security and smart home system design, equipment, installation, monitoring, maintenance and monitoring.

We handle it all, including administration and service work, so you and your team can focus on serving your residents.



ADT is approximately 5 times larger than our next residential security competitor!

ADT is the #1 smart home service provider in the U.S.*

WHEN YOU OFFER PEOPLE A BETTER LIVING EXPERIENCE, IT PAYS



1501 Yamato Road
 Boca Raton, Florida

