

Postcode Advertising:

The most cost-effective lead-generation system



Postcode Advertising

New Horizons has developed a unique method of locating business-minded entrepreneurs anywhere in the UK. The system has been designed around the requirements of companies and individuals who need to recruit like-minded people in order to succeed, such as Franchise companies and Networking distributors. You will quickly begin to receive a stream of fresh leads from exactly where you want.

Postcode Advertising is New Horizons' own service which has been successfully advertising business opportunities for several hundred clients since 1992. In this time we have steadily tuned our strategies and increased the level of automation to the point where we are offering the best quality response and our lowest prices ever, which is why there has never been a better time to use Postcode Advertising as a source of quality leads.

It's precision-targeted database marketing provided monthly by "Postcode Area" (e.g. LE:Leicester; AB:Aberdeen). You can choose either local, regional or national response depending on how many areas you book, from just 1 to all 129 UK areas. You'll be part of a low-cost, reliable advertising system with all the credibility of full National Advertising and receive a report each month containing names, addresses, phone numbers and email addresses.

How it works

Postcode Advertising puts entrepreneurs in touch with you, and you in touch with them. You'll get a quality response from the people you need who are actively looking for a business opportunity. The simple and effective service works like this:

We advertise to generate leads

Every week we place between ten and twenty-five advertisements in almost all of the national daily newspapers and several leading business magazines for people who are looking to start a business and increase their income. From this advertising, between 1,000 and 1,100 people every month call to ask us for our business opportunity report by post. These people are entered into a database and sorted by postcode area.

We send them your details

We send these people a personalised "Opportunity Report" by post, containing your contact details and optional business outline and recommend that they contact you directly. We only accept ONE person per area in any given business opportunity.

We send you their details

Each month, you receive an "Activity Report" containing details of all of the people to whom we sent your details - you get names, addresses, telephone numbers and email addresses (when supplied) of all your new leads, along with the source of their enquiry.

How you best approach your new leads is up to you. In many cases you will be able to choose either phone, mail or email, depending on which details the person has given. Our most successful clients who have been using this system for several years have recruited dozens of good people from our leads.

Advertising Rates

As a price comparison, consider a "whole UK" booking of 129 postcode areas. The price is £ 1100+vat for one month (or substantially less if you book a longer period). For this you will receive all of our freshly generated leads for that month - between 1,000 and 1,100 people. Consider how much it would cost you to generate this level of interest from your own advertising - it would, of course, cost you exactly what it costs us... several thousand pounds every month! And even if you did spend all that money, bear in mind that the majority of people who respond to a press ad, also respond to others at the same time which means that they will be getting other offers as well. Whichever way you look at it, Postcode Advertising is excellent value.

Booking is very straightforward. Just call to tell us which areas you want and we'll reserve them for you and send you a booking form. If you'd like more information about the details of how the service is operated, please read the document entitled "Postcode Advertising Notes", or see the FAQ section at www.newhorizons.co.uk/postcode.

The "Classified" section

The Classified section at the back of the Opportunity Report is ideal for advertising business opportunities as well as products and services. The rates depend on the size of the advertisement, which will be sent directly to all 1,000 freshly targeted enquirers each month - the section is the same for all postcode areas. We would recommend this medium for phones, computers, Internet services, training courses & business seminars - in fact, anything which is likely to be well received by this type of audience. Business opportunity ads are accepted only if there is nobody else advertising the same opportunity in ANY postcode area in the main section of the report. Bookings are placed on the understanding that if somebody else wants to take one or more postcode areas for the same opportunity, we will have to remove your ad and refund your money. No Activity Report is available with Classified bookings.