



Business Marketing Resources

Key Statistics

- **Up to 105,000 local consumers will see your business campaign.**
- **65% of HousePacket.com visitors are women.**
- **35% of HousePacket.com visitors are men.**
- **Average yearly income is \$45,000 - \$85,000.**
- **90% do the entire household shopping.**
- **Average age is 34.**
- **74% have at least one child.**
- **79% are married.**

Business Marketing Subscriptions

Gold Business Marketing Subscription

What's Included Monthly:



- **Your Business promoted with Business Video Ad featured locally on YouTube and Facebook (Free Production services Powered by AI)**
- **Your offers or promotions featured in local House Packet business directory distributed by Realtors to new local homeowner and via targeted direct mail campaign.**
- **SEO Optimized Content highlighting your business (Monthly)**
- **Outbound calls to consumers in local market area informing them about your business. Pre-screened sales leads provided.**
- **Free Online Reputation Boost: Get more positive reviews for your business.**
- **Printable Digital Coupons (up to 4 different values)**

**If your customer order is \$25.00 | Estimated Revenue Generated:
\$36,600 - \$110,100.00 (Annually)**

Note: Annual estimated revenue generated for this category is higher because restaurants are included with higher ad conversion rates due to lower price point.

Potential Reach: 35k-105k Consumers

Price: \$395.00 (Monthly) / \$3,792.00 (Annually) (20% SAVINGS vs Monthly)

Silver Business Marketing Subscription

What's Included Monthly:

- **SEO Optimized Content highlighting Your Business (Monthly)**
- **Printable Digital Coupons (up to 2 different values)**
- **Free Online Reputation Boost: Get more positive reviews for your business.**



Potential Reach: 20k-60k Consumers

Price: \$245.00 (Monthly) / \$2,646.00 (Annually) (10% SAVINGS vs Monthly)

Starter Business Marketing Subscription

What's Included Monthly:

- **SEO Optimized Content highlighting Your Business (Monthly)**
- **Printable Digital Coupons (up to 1 value)**
- **Free Online Reputation Boost: Get more positive reviews for your business.**



Potential Reach: 14k-40k Consumers

Price: \$195.00 (Monthly) / \$2,106.00 (Annually)

Details: No Contract or Commitment. All business marketing subscriptions cancelable at anytime.

Dynamic Search and Social Media Marketing



Details: Thousands of consumers use search engines and social media everyday to connect with businesses in their local area. Your business will receive influential online exposure that will help generate more revenue and growth!

*Actual consumer reach not guaranteed and depends on market area. *HousePacket.com visitor statistics based on Google, Yahoo, Bing, and Facebook estimated analytics which include Home Improvement / Service Providers: 1% Ad CTR & 9% Conversion Rate, Restaurants: 5% Ad CTR, 7% Conversion Rate.