



Create a Direct Mail Piece to Advertise Your Heat Pump Water Heater Offer

In addition to digital marketing, you can use direct mail to advertise your heat pump water heater offer. The marketing toolkit on comfortreadyhome.com has a customizable template for an 8.5-inch x 5.5-inch mailer to feature your offer and company brand.

How to Use the Template

1. Review the mailer copy, fill in the highlighted placeholders and edit as necessary to make sure your offer is accurately represented. Note: you must leave blank space on one side of the mailer for the printer to place the address and postage.

Details to customize include:

- a. Pricing.
 - b. Promotion details.
 - c. Phone number.
 - d. Website.
 - e. Disclaimer language.
 - f. Brand of heat pump water heater.
2. Adjust the font and colors to match your brand.
 3. Add your logo and an image of the brand of water heater you install, or select an image from the folder in the toolkit.
 4. Save the file as a PDF and work with your printer to ensure the flier is print-ready.
 5. Target the mailing to ZIP Codes in your service area where electric water heating is predominant.

Need Help?

Contact your dedicated Comfort Ready Home [Field Specialist](#) with questions or if you need assistance customizing your direct mail piece.