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# NEW MOVER MARKETING

ANNUAL GUIDE **2024**

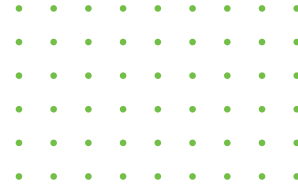
HOW TO REACH AND ENGAGE WITH  
NEW MOVER AUDIENCES IN 2024

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# 2024 New Mover Marketing

## Your Guide to New Mover Marketing



### Connect with New Movers in 2024!

While many factors will continue to lead to the reasons behind why individuals and families will pack up and move to a new state, a new county, or down the road – the fact is that millions of people are still moving every year. This might be the perfect time to introduce your business to your new neighbors.

## Mastering New Mover Marketing in 2024!

As we enter 2024, new mover marketing is actually on the rise as marketers are taking advantage of low-move rate audiences as they test campaign strategies. With an election year just around the corner and the continuous demand for marketers to prove the effectiveness of their media strategies, it's safe to say that your competition is laser-focused on reaching those fresh faces in your area.

In this ever-evolving landscape, understanding effective strategies to reach local movers vs. out-of-state new movers is not just beneficial; it's the name of the game for businesses and marketers looking to create meaningful connections with these new residents in their area. Don't worry! We are here to unravel the best practices set to shape the world of new mover marketing in 2024. We'll be your tour guides, sharing valuable insights and invaluable lessons drawn from our team's collective experience and triumphant endeavors. Let's embark on this adventure together!

### Top 10 Industries Finding Success With New Mover Marketing!

- Healthcare
- Home Services
- Insurance
- Financial
- Automotive
- Retail
- CPG
- eCommerce
- Health & Fitness
- Restaurants

# Navigating New Mover Migration in the US

## US Migration

After two years of unprecedented moving activity, 2023 saw some drastic changes. As we look forward to 2024, we can determine that there is still a high demand for new home buyers, and we will see higher move rates as interest rates normalize. As marketers, you need to be prepared for that eventuality.



### 2019

Steady moving patterns for the last three years.

### 2020

People are stuck at home, but still moving. 4% increase over 2019.

### 2021

The great migration! We saw a drastic increase in new movers - Up nearly 19% from 2020.

### 2022

23.7 Million people moved by the end of this year. That is down 18% from 2021 and very much in line with 2019.

### 2023 - Migration Stalling

In 2023, the new mover and new homeowner market began to decelerate. By the end of 2023, the move rate decreased significantly, registering a reduction of over 23%, with the new mover count at 17.8 million.

### 2023 - Home Inventory

The trend further compounded in 2023, with another substantial decline of 25% in home sales. With Home prices continuing to hold the significant increases that we experienced in 2022.

**For more information about our 2023 new mover insights, check out our [Year-End Review!](#)**

# Local or Long Distance Movers

01

## New to Area Movers

New To Area movers are a highly lucrative market segment known for their substantial post-relocation spending. Their increased expenditures stem from the various needs that come with moving. This in-market consumer base is open to trying new products and services, making them a top-tier segment. For businesses, effectively targeting and meeting the needs of new movers through tailored marketing strategies can be a strategic advantage.

02

## Local to Area Movers

Local new movers represent approximately 35% - 40% of the new mover market. This group also represents the most overlooked audience for brands. Many companies will exclude this audience from acquisition campaigns but forget about the value of retention marketing to these customers. We have also found that including this group in your new mover marketing program will result in an average **25%+ higher conversion rate** than excluding this group from your campaign.

## Food for Thought!

When incorporating both new-to-area and local movers into your new mover marketing plan, it is okay to use the same creative for both audiences on the initial touchpoint. Try to include personalized messaging whenever you can, and when you start to see engagement from these audiences, you can then create different messaging based on brand-new vs. re-engaged audiences. Another recommendation is to test pre-mover audiences through digital media prior to the move in order to increase response and conversions on new mover marketing programs. *(Pro Tip: Make sure that your pre-mover audience is as recent as possible - Ideally, build out custom audiences to confirm how long the homes have been on the market.)*



New Movers

# New Mover Personas

## Let's Get Personal!

Employing demographic data for audience segmentation is a pivotal strategy in modern marketing. It enables the creation of personalized messages tailored to specific demographics, enhancing engagement and conversion rates.

By delivering relevant content to distinct segments, you not only drive short-term results but also cultivate long-term brand loyalty.



## EXAMPLE NEW MOVER SEGMENTS

Empty Nesters



Recently Retired



Growing Family



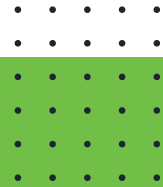
Job Relocators



## First Time Homebuyers

Personalize marketing to first-time homebuyers by segmenting based on preferences and providing tailored content. Offer responsive support and post-purchase resources to build trust and lasting relationships.

# Direct Mail Marketing to New Movers



## Mastering Direct Mail

Direct Mail is the #1 most utilized channel to help reach new movers in your area. Why? Because there is no other point in time when any audience will be paying more attention to their mailbox than after a move.

## Mailbox Dynamics

Direct Mail isn't what it used to be. With dynamic personalization, mail retargeting, and informed delivery, direct mail still remains a core channel that belongs in your media plan. However, with postage rate increases, it also means that your mail needs to be backed by excellent/clean data, and your delivery needs to be timely.

## How to Reduce Costs

Get strategic with your audience! Filter by move type, distance, timing, and overlay with additional demographics to reduce your total universe. You can also leverage predictive modeling and data scoring services to overlay onto your new mover data. This will help you reduce costs by nearly 50% and increase the value of your audience.



### Measurable

With direct mail tracking and match-backs, you can show direct attribution to your direct mail campaign.



### Responsive

Direct Mail is the original performance marketing channel.



# New Mover Marketing Multichannel Campaign Strategies

## Navigating Multichannel New Mover Marketing

Digital marketing strategies should be used to increase awareness of your brand prior to a performance marketing tactic.

## Increase Engagement

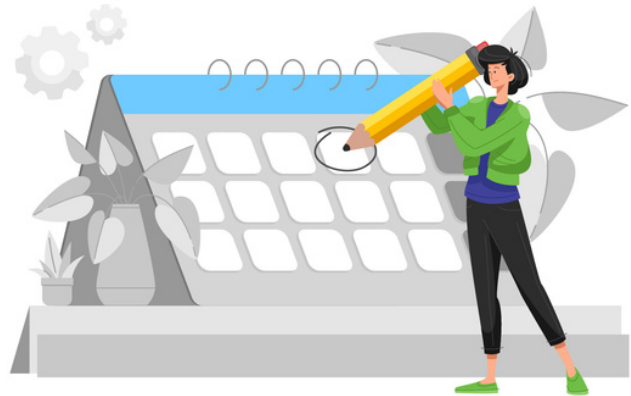
# 85%

Building in personalized new mover messaging to your pre mover or new mover audience before your anchor channel touch points, can increase your campaign engagement by 85% or more.

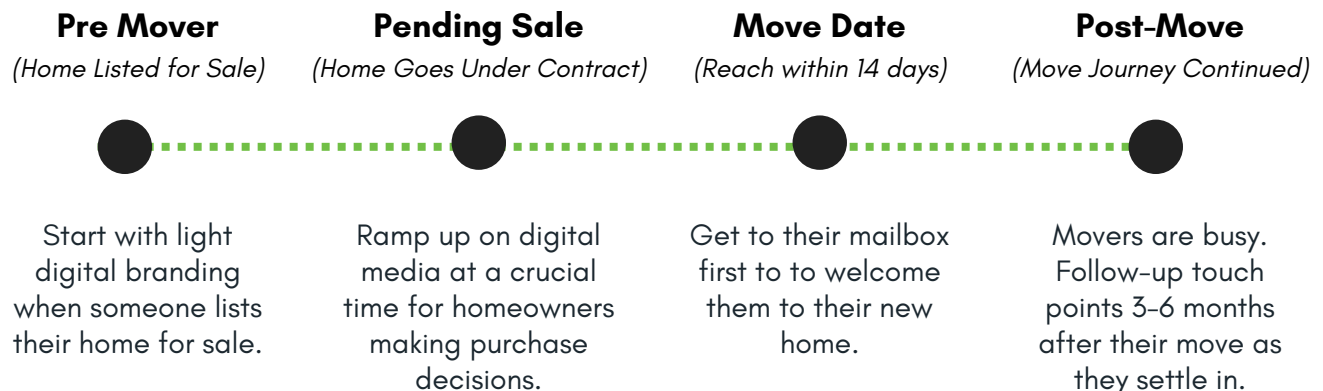
## Timing Matters!

We've discovered that synchronizing your channel touchpoints with key moments in the new mover journey is paramount for multi-channel strategy success.

Leverage your data to align new customer timing with our life event marketing timelines, eliminating the guesswork and enabling you to engage new movers precisely when it matters most for conversions.



## Example Strategy for Multi-Channel Move Journey



# New Mover Marketing Enhancing Your Own Customer Data



## Mastering the Data Strategy!

Since 2020, businesses have adopted and invested much more heavily in first-party data strategies.

Understanding what is going on in the lives of your customers will help you tailor personalized messages to them WHEN it matters most.

## First Party Data Powered by Life Events

Maintaining the cleanliness and accuracy of your first-party data is a foundational step in achieving campaign success. By regularly updating and refining your data, you ensure that your messaging is both relevant and precise, leading to highly responsive campaigns. This not only boosts short-term conversions but also contributes to long-term brand loyalty as customers appreciate the personalized and timely interactions, fostering a stronger connection between your brand and your audience.

## 10%+

**of your customers are moving every year!**

And it could be more than that. On average with our clients, we have seen this as a benchmark move rate from the last two years. When is the last time you took a look at your own customer data?

## Keep Your Advantage

**Reach new movers 3-5 weeks sooner than your competition!**

Leveraging automated new mover marketing messages to your existing customer base presents a significant opportunity to enhance customer loyalty. Neglecting this strategy can inadvertently give your competitors a substantial advantage.



# New Mover Marketing in 2024

## From Strategy to Success

**New movers and new homeowners are a niche audience that will continue to be highly in-market for new products and services every year.**

At the end of the day, YOUR customers are still moving every year. Maybe not at the accelerated rate we saw in 2021, but they are still packing up their belongings and looking forward to curating everything needed to make the next dwelling feel like home. Make sure that you are a part of it.

Here is how we can help! With custom services built to help you win at new mover marketing.



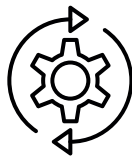
## Our Services

New Mover Marketing Solutions Tailored for You!



### **Custom Audiences**

Test into the new mover market with a custom marketing list to be used on all channels.



### **Automated Marketing**

Set up trigger-based marketing campaigns to engage with your own customers.



### **Welcome Home New Movers**

Build a fully customized new mover marketing program to attract NEW customers.



### **New Mover API**

Need a consistent feed of new mover data to build your solution? Check out our API!

# More Information About Us



## Empowering Brands with flexible and responsive Marketing Solutions!

Focus USA is a direct marketing company that utilizes data and marketing technology to help brands reach and engage with their ideal target audience to acquire them as new customers.

### About The Data

Our data is aggregated from over 21 unique feeds, including deeds from over 3,100 county courthouses, new phone/internet connections, utility connections, and change of address requests from sources such as publications and subscription services. We validate and verify new mover information through intensive hygiene to ensure precision and reliability.

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