

Case Study: Something Fishy Pet Store

Pet store owner recommends Money Mailer to almost every business in his area after receiving an **overwhelming response**.

Situation:

Something Fishy Pets, a pet store out of Fox Lake, Illinois, wanted to drive customer traffic and brand awareness, so they looked to Money Mailer as a direct marketing solution.

Strategy:

The client had just recently stopped advertising over the radio, since it was expensive and nearly impossible to track. He decided to execute a Money Mailer campaign to see what kind of response he would receive.

Results:

Not long after his mailing, the owner began to see an overwhelming response and even had customers asking when the next coupon would be sent out. He found that the more Money Mailer advertising he did, the more he got back and he was able to see the results by collecting the coupons. Something Fishy Pets has recommended Money Mailer to almost every business in his area and has remained a client for over 7 years.

Front of ad:



Back of ad:

