

Widmer's

Case Study

How do you clean up in the service industry?

The Challenge:

To attract new customers, retain current customers and try to win back former customers.

The Solution:

Holland segmented Widmer's database into three targeted groups and crafted a custom message for each group. The messages were playful enough to capture the prospect's attention, yet sincere enough to reflect Widmer's unmatched quality and superior customer service.

- Executed a Best Customer Profile on Widmer's customer database.
- Created a strategic and targeted direct mail campaign, which included a series of three \$10 off coupons.

The Results:

While industry standards view a 2% direct mail response rate as successful, responses doubled (4.85%) for current Widmer's customers, tripled (6.85%) for lost customers, and quadrupled (8.35%) for new customers, all within 30 days.

Case Study

How can a local carpet cleaning company increase sales and expand market share with a limited marketing budget?

The Challenge

To build the carpet cleaning business, which is primarily known for its dry cleaning services, with a limited marketing budget.

The Solution

Holland created an effective marketing plan to target Cincinnati, Northern Kentucky, and Dayton.

- Developed 10 and 30 second television spots, produced by Holland using existing video.
- Created a double truck yellow page ad, with placement at the beginning of the Carpet and Rug Cleaners section.
- Produced strategic ads for Reach magazine with coupon offers.
- Repositioned the Widmer's brand, replacing photos of the Widmer's truck with warmer, more personable images of women and children.

The Results

Widmer's residential carpet cleaning sales increased by 41%, almost immediately.

