

# Case Study: AmeriKick Martial Arts

Client executes a customer acquisition campaign resulting in an **8x return on investment!**

## Situation:

AmeriKick, a martial arts facility based out of Pennsylvania, had never received a good return on any form of advertising in the 10 years that they have been in business. They also had a desire to acquire new martial art students for the Summer.

## Strategy:

Money Mailer worked with the owner to execute a multi-drop ad campaign to attract parents and ultimately, acquire new students in the Summer months. The ad featured “Summer Special” offering unlimited classes all Summer long for just \$249.

## Results:

After just two mailings, the client acquired 10 new students resulting in an 8x ROI. Plus, 4 of the new Summer students decided to sign-up for the Fall, proving Money Mailer’s ability to attract repeat customers.

## Front of ad:

## Back of ad:

| Classes For 2018   | Monday              | Tuesday             | Wednesday           | Thursday            | Friday              | Saturday            |
|--------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|
| <b>ADULT HELP</b>  | BY APPOINTMENT ONLY |
| ADULT HELP (18+)   |                     |                     |                     |                     |                     |                     |
| ADULT HELP (12-17) |                     |                     |                     |                     |                     |                     |
| ADULT HELP (6-11)  |                     |                     |                     |                     |                     |                     |
| ADULT HELP (3-5)   |                     |                     |                     |                     |                     |                     |
| ADULT HELP (1-2)   |                     |                     |                     |                     |                     |                     |
| ADULT HELP (0-1)   |                     |                     |                     |                     |                     |                     |
| ADULT HELP (18+)   |                     |                     |                     |                     |                     |                     |
| ADULT HELP (12-17) |                     |                     |                     |                     |                     |                     |
| ADULT HELP (6-11)  |                     |                     |                     |                     |                     |                     |
| ADULT HELP (3-5)   |                     |                     |                     |                     |                     |                     |
| ADULT HELP (1-2)   |                     |                     |                     |                     |                     |                     |
| ADULT HELP (0-1)   |                     |                     |                     |                     |                     |                     |
| ADULT HELP (18+)   |                     |                     |                     |                     |                     |                     |
| ADULT HELP (12-17) |                     |                     |                     |                     |                     |                     |
| ADULT HELP (6-11)  |                     |                     |                     |                     |                     |                     |
| ADULT HELP (3-5)   |                     |                     |                     |                     |                     |                     |
| ADULT HELP (1-2)   |                     |                     |                     |                     |                     |                     |
| ADULT HELP (0-1)   |                     |                     |                     |                     |                     |                     |
| ADULT HELP (18+)   |                     |                     |                     |                     |                     |                     |
| ADULT HELP (12-17) |                     |                     |                     |                     |                     |                     |
| ADULT HELP (6-11)  |                     |                     |                     |                     |                     |                     |
| ADULT HELP (3-5)   |                     |                     |                     |                     |                     |                     |
| ADULT HELP (1-2)   |                     |                     |                     |                     |                     |                     |
| ADULT HELP (0-1)   |                     |                     |                     |                     |                     |                     |
| ADULT HELP (18+)   |                     |                     |                     |                     |                     |                     |
| ADULT HELP (12-17) |                     |                     |                     |                     |                     |                     |
| ADULT HELP (6-11)  |                     |                     |                     |                     |                     |                     |
| ADULT HELP (3-5)   |                     |                     |                     |                     |                     |                     |
| ADULT HELP (1-2)   |                     |                     |                     |                     |                     |                     |
| ADULT HELP (0-1)   |                     |                     |                     |                     |                     |                     |
| ADULT HELP (18+)   |                     |                     |                     |                     |                     |                     |
| ADULT HELP (12-17) |                     |                     |                     |                     |                     |                     |
| ADULT HELP (6-11)  |                     |                     |                     |                     |                     |                     |
| ADULT HELP (3-5)   |                     |                     |                     |                     |                     |                     |
| ADULT HELP (1-2)   |                     |                     |                     |                     |                     |                     |
| ADULT HELP (0-1)   |                     |                     |                     |                     |                     |                     |
| ADULT HELP (18+)   |                     |                     |                     |                     |                     |                     |
| ADULT HELP (12-17) |                     |                     |                     |                     |                     |                     |
| ADULT HELP (6-11)  |                     |                     |                     |                     |                     |                     |
| ADULT HELP (3-5)   |                     |                     |                     |                     |                     |                     |
| ADULT HELP (1-2)   |                     |                     |                     |                     |                     |                     |
| ADULT HELP (0-1)   |                     |                     |                     |                     |                     |                     |
| ADULT HELP (18+)   |                     |                     |                     |                     |                     |                     |
| ADULT HELP (12-17) |                     |                     |                     |                     |                     |                     |
| ADULT HELP (6-11)  |                     |                     |                     |                     |                     |                     |
| ADULT HELP (3-5)   |                     |                     |                     |                     |                     |                     |
| ADULT HELP (1-2)   |                     |                     |                     |                     |                     |                     |
| ADULT HELP (0-1)   |                     |                     |                     |                     |                     |                     |
| ADULT HELP (18+)   |                     |                     |                     |                     |                     |                     |
| ADULT HELP (12-17) |                     |                     |                     |                     |                     |                     |
| ADULT HELP (6-11)  |                     |                     |                     |                     |                     |                     |
| ADULT HELP (3-5)   |                     |                     |                     |                     |                     |                     |
| ADULT HELP (1-2)   |                     |                     |                     |                     |                     |                     |
| ADULT HELP (0-1)   |                     |                     |                     |                     |                     |                     |
| ADULT HELP (18+)   |                     |                     |                     |                     |                     |                     |
| ADULT HELP (12-17) |                     |                     |                     |                     |                     |                     |
| ADULT HELP (6-11)  |                     |                     |                     |                     |                     |                     |
| ADULT HELP (3-5)   |                     |                     |                     |                     |                     |                     |
| ADULT HELP (1-2)   |                     |                     |                     |                     |                     |                     |
| ADULT HELP (0-1)   |                     |                     |                     |                     |                     |                     |
| ADULT HELP (18+)   |                     |                     |                     |                     |                     |                     |
| ADULT HELP (12-17) |                     |                     |                     |                     |                     |                     |
| ADULT HELP (6-11)  |                     |                     |                     |                     |                     |                     |
| ADULT HELP (3-5)   |                     |                     |                     |                     |                     |                     |
| ADULT HELP (1-2)   |                     |                     |                     |                     |                     |                     |
| ADULT HELP (0-1)   |                     |                     |                     |                     |                     |                     |
| ADULT HELP (18+)   |                     |                     |                     |                     |                     |                     |
| ADULT HELP (12-17) |                     |                     |                     |                     |                     |                     |
| ADULT HELP (6-11)  |                     |                     |                     |                     |                     |                     |
| ADULT HELP (3-5)   |                     |                     |                     |                     |                     |                     |
| ADULT HELP (1-2)   |                     |                     |                     |                     |                     |                     |
| ADULT HELP (0-1)   |                     |                     |                     |                     |                     |                     |
| ADULT HELP (18+)   |                     |                     |                     |                     |                     |                     |
| ADULT HELP (12-17) |                     |                     |                     |                     |                     |                     |
| ADULT HELP (6-11)  |                     |                     |                     |                     |                     |                     |
| ADULT HELP (3-5)   |                     |                     |                     |                     |                     |                     |
| ADULT HELP (1-2)   |                     |                     |                     |                     |                     |                     |
| ADULT HELP (0-1)   |                     |                     |                     |                     |                     |                     |
| ADULT HELP (18+)   |                     |                     |                     |                     |                     |                     |
| ADULT HELP (12-17) |                     |                     |                     |                     |                     |                     |
| ADULT HELP (6-11)  |                     |                     |                     |                     |                     |                     |
| ADULT HELP (3-5)   |                     |                     |                     |                     |                     |                     |
| ADULT HELP (1-2)   |                     |                     |                     |                     |                     |                     |
| ADULT HELP (0-1)   |                     |                     |                     |                     |                     |                     |
| ADULT HELP (18+)   |                     |                     |                     |                     |                     |                     |
| ADULT HELP (12-17) |                     |                     |                     |                     |                     |                     |
| ADULT HELP (6-11)  |                     |                     |                     |                     |                     |                     |
| ADULT HELP (3-5)   |                     |                     |                     |                     |                     |                     |
| ADULT HELP (1-2)   |                     |                     |                     |                     |                     |                     |
| ADULT HELP (0-1)   |                     |                     |                     |                     |                     |                     |
| ADULT HELP (18+)   |                     |                     |                     |                     |                     |                     |
| ADULT HELP (12-17) |                     |                     |                     |                     |                     |                     |
| ADULT HELP (6-11)  |                     |                     |                     |                     |                     |                     |
| ADULT HELP (3-5)   |                     |                     |                     |                     |                     |                     |
| ADULT HELP (1-2)   |                     |                     |                     |                     |                     |                     |
| ADULT HELP (0-1)   |                     |                     |                     |                     |                     |                     |
| ADULT HELP (18+)   |                     |                     |                     |                     |                     |                     |
| ADULT HELP (12-17) |                     |                     |                     |                     |                     |                     |
| ADULT HELP (6-11)  |                     |                     |                     |                     |                     |                     |
| ADULT HELP (3-5)   |                     |                     |                     |                     |                     |                     |
| ADULT HELP (1-2)   |                     |                     |                     |                     |                     |                     |
| ADULT HELP (0-1)   |                     |                     |                     |                     |                     |                     |
| ADULT HELP (18+)   |                     |                     |                     |                     |                     |                     |
| ADULT HELP (12-17) |                     |                     |                     |                     |                     |                     |
| ADULT HELP (6-11)  |                     |                     |                     |                     |                     |                     |
| ADULT HELP (3-5)   |                     |                     |                     |                     |                     |                     |
| ADULT HELP (1-2)   |                     |                     |                     |                     |                     |                     |
| ADULT HELP (0-1)   |                     |                     |                     |                     |                     |                     |
| ADULT HELP (18+)   |                     |                     |                     |                     |                     |                     |
| ADULT HELP (12-17) |                     |                     |                     |                     |                     |                     |
| ADULT HELP (6-11)  |                     |                     |                     |                     |                     |                     |
| ADULT HELP (3-5)   |                     |                     |                     |                     |                     |                     |
| ADULT HELP (1-2)   |                     |                     |                     |                     |                     |                     |
| ADULT HELP (0-1)   |                     |                     |                     |                     |                     |                     |
| ADULT HELP (18+)   |                     |                     |                     |                     |                     |                     |
| ADULT HELP (12-17) |                     |                     |                     |                     |                     |                     |
| ADULT HELP (6-11)  |                     |                     |                     |                     |                     |                     |
| ADULT HELP (3-5)   |                     |                     |                     |                     |                     |                     |
| ADULT HELP (1-2)   |                     |                     |                     |                     |                     |                     |
| ADULT HELP (0-1)   |                     |                     |                     |                     |                     |                     |
| ADULT HELP (18+)   |                     |                     |                     |                     |                     |                     |
| ADULT HELP (12-17) |                     |                     |                     |                     |                     |                     |
| ADULT HELP (6-11)  |                     |                     |                     |                     |                     |                     |
| ADULT HELP (3-5)   |                     |                     |                     |                     |                     |                     |
| ADULT HELP (1-2)   |                     |                     |                     |                     |                     |                     |
| ADULT HELP (0-1)   |                     |                     |                     |                     |                     |                     |
| ADULT HELP (18+)   |                     |                     |                     |                     |                     |                     |
| ADULT HELP (12-17) |                     |                     |                     |                     |                     |                     |
| ADULT HELP (6-11)  |                     |                     |                     |                     |                     |                     |
| ADULT HELP (3-5)   |                     |                     |                     |                     |                     |                     |
| ADULT HELP (1-2)   |                     |                     |                     |                     |                     |                     |
| ADULT HELP (0-1)   |                     |                     |                     |                     |                     |                     |
| ADULT HELP (18+)   |                     |                     |                     |                     |                     |                     |
| ADULT HELP (12-17) |                     |                     |                     |                     |                     |                     |
| ADULT HELP (6-11)  |                     |                     |                     |                     |                     |                     |
| ADULT HELP (3-5)   |                     |                     |                     |                     |                     |                     |
| ADULT HELP (1-2)   |                     |                     |                     |                     |                     |                     |
| ADULT HELP (0-1)   |                     |                     |                     |                     |                     |                     |
| ADULT HELP (18+)   |                     |                     |                     |                     |                     |                     |
| ADULT HELP (12-17) |                     |                     |                     |                     |                     |                     |
| ADULT HELP (6-11)  |                     |                     |                     |                     |                     |                     |
| ADULT HELP (3-5)   |                     |                     |                     |                     |                     |                     |
| ADULT HELP (1-2)   |                     |                     |                     |                     |                     |                     |
| ADULT HELP (0-1)   |                     |                     |                     |                     |                     |                     |
| ADULT HELP (18+)   |                     |                     |                     |                     |                     |                     |
| ADULT HELP (12-17) |                     |                     |                     |                     |                     |                     |
| ADULT HELP (6-11)  |                     |                     |                     |                     |                     |                     |
| ADULT HELP (3-5)   |                     |                     |                     |                     |                     |                     |
| ADULT HELP (1-2)   |                     |                     |                     |                     |                     |                     |
| ADULT HELP (0-1)   |                     |                     |                     |                     |                     |                     |
| ADULT HELP (18+)   |                     |                     |                     |                     |                     |                     |
| ADULT HELP (12-17) |                     |                     |                     |                     |                     |                     |
| ADULT HELP (6-11)  |                     |                     |                     |                     |                     |                     |
| ADULT HELP (3-5)   |                     |                     |                     |                     |                     |                     |
| ADULT HELP (1-2)   |                     |                     |                     |                     |                     |                     |
| ADULT HELP (0-1)   |                     |                     |                     |                     |                     |                     |
| ADULT HELP (18+)   |                     |                     |                     |                     |                     |                     |
| ADULT HELP (12-17) |                     |                     |                     |                     |                     |                     |
| ADULT HELP (6-11)  |                     |                     |                     |                     |                     |                     |
| ADULT HELP (3-5)   |                     |                     |                     |                     |                     |                     |
| ADULT HELP (1-2)   |                     |                     |                     |                     |                     |                     |
| ADULT HELP (0-1)   |                     |                     |                     |                     |                     |                     |
| ADULT HELP (18+)   |                     |                     |                     |                     |                     |                     |
| ADULT HELP (12-17) |                     |                     |                     |                     |                     |                     |
| ADULT HELP (6-11)  |                     |                     |                     |                     |                     |                     |
| ADULT HELP (3-5)   |                     |                     |                     |                     |                     |                     |
| ADULT HELP (1-2)   |                     |                     |                     |                     |                     |                     |
| ADULT HELP (0-1)   |                     |                     |                     |                     |                     |                     |
| ADULT HELP (18+)   |                     |                     |                     |                     |                     |                     |
| ADULT HELP (12-17) |                     |                     |                     |                     |                     |                     |
| ADULT HELP (6-11)  |                     |                     |                     |                     |                     |                     |
| ADULT HELP (3-5)   |                     |                     |                     |                     |                     |                     |
| ADULT HELP (1-2)   |                     |                     |                     |                     |                     |                     |
| ADULT HELP (0-1)   |                     |                     |                     |                     |                     |                     |
| ADULT HELP (18+)   |                     |                     |                     |                     |                     |                     |
| ADULT HELP (12-17) |                     |                     |                     |                     |                     |                     |
| ADULT HELP (6-11)  |                     |                     |                     |                     |                     |                     |
| ADULT HELP (3-5)   |                     |                     |                     |                     |                     |                     |
| ADULT HELP (1-2)   |                     |                     |                     |                     |                     |                     |
| ADULT HELP (0-1)   |                     |                     |                     |                     |                     |                     |
| ADULT HELP (18+)   |                     |                     |                     |                     |                     |                     |
| ADULT HELP (12-17) |                     |                     |                     |                     |                     |                     |
| ADULT HELP (6-11)  |                     |                     |                     |                     |                     |                     |
| ADULT HELP (3-5)   |                     |                     |                     |                     |                     |                     |
| ADULT HELP (1-2)   |                     |                     |                     |                     |                     |                     |
| ADULT HELP (0-1)   |                     |                     |                     |                     |                     |                     |
| ADULT HELP (18+)   |                     |                     |                     |                     |                     |                     |
| ADULT HELP (12-17) |                     |                     |                     |                     |                     |                     |
| ADULT HELP (6-11)  |                     |                     |                     |                     |                     |                     |
| ADULT HELP (3-5)   |                     |                     |                     |                     |                     |                     |
| ADULT HELP (1-2)   |                     |                     |                     |                     |                     |                     |
| ADULT HELP (0-1)   |                     |                     |                     |                     |                     |                     |
| ADULT HELP (18+)   |                     |                     |                     |                     |                     |                     |
| ADULT HELP (12-17) |                     |                     |                     |                     |                     |                     |
| ADULT HELP (6-11)  |                     |                     |                     |                     |                     |                     |
| ADULT HELP (3-5)   |                     |                     |                     |                     |                     |                     |
| ADULT HELP (1-2)   |                     |                     |                     |                     |                     |                     |
| ADULT HELP (0-1)   |                     |                     |                     |                     |                     |                     |
| ADULT HELP (18+)   |                     |                     |                     |                     |                     |                     |
| ADULT HELP (12-17) |                     |                     |                     |                     |                     |                     |
| ADULT HELP (6-11)  |                     |                     |                     |                     |                     |                     |
| ADULT HELP (3-5)   |                     |                     |                     |                     |                     |                     |
| ADULT HELP (1-2)   |                     |                     |                     |                     |                     |                     |
| ADULT HELP (0-1)   |                     |                     |                     |                     |                     |                     |
| ADULT HELP (18+)   |                     |                     |                     |                     |                     |                     |
| ADULT HELP (12-17) |                     |                     |                     |                     |                     |                     |
| ADULT HELP (6-11)  |                     |                     |                     |                     |                     |                     |
| ADULT HELP (3-5)   |                     |                     |                     |                     |                     |                     |
| ADULT HELP (1-2)   |                     |                     |                     |                     |                     |                     |
| ADULT HELP (0-1)   |                     |                     |                     |                     |                     |                     |
| ADULT HELP (18+)   |                     |                     |                     |                     |                     |                     |
| ADULT HELP (12-17) |                     |                     |                     |                     |                     |                     |
| ADULT HELP (6-11)  |                     |                     |                     |                     |                     |                     |
| ADULT HELP (3-5)   |                     |                     |                     |                     |                     |                     |
| ADULT HELP (1-2)   |                     |                     |                     |                     |                     |                     |
| ADULT HELP (0-1)   |                     |                     |                     |                     |                     |                     |
| ADULT HELP (18+)   |                     |                     |                     |                     |                     |                     |
| ADULT HELP (12-17) |                     |                     |                     |                     |                     |                     |
| ADULT HELP (6-11)  |                     |                     |                     |                     |                     |                     |
| ADULT HELP (3-5)   |                     |                     |                     |                     |                     |                     |
| ADULT HELP (1-2)   |                     |                     |                     |                     |                     |                     |
| ADULT HELP (0-1)   |                     |                     |                     |                     |                     |                     |
| ADULT HELP (18+)   |                     |                     |                     |                     |                     |                     |
| ADULT HELP (12-17) |                     |                     |                     |                     |                     |                     |