

Case Study: Oak Shade Nursery & Landscape Services

Many loyal customers gained over **5 years** of cost-effective advertising

Situation:

Oak Shade Nursery & Landscape Services, a garden and landscaping company out of southern New Jersey, wanted to drive customer traffic and build brand awareness, so they looked to Money Mailer as a direct marketing solution.

Strategy:

The goal was to build brand awareness and to showcase their premium landscaping services so Oak Shade delivered strong offers for a variety of their products and services using the Money Mailer ad. Being a very visual business, attractive imagery was also used to create a feel and desire for their products and services.

Results:

After 5 years of advertising, Oak Shade Nursery gained several loyal customers who first came to the business using their Money Mailer coupons. The owner endorses Money Mail because he says it is a cost-effective way to market to a wide variety of residential consumers who wouldn't be reached through other types of marketing.

Front of ad:

Back of ad:



Source: 2018 Money Mailer Case Studies