

# Case Study: Quest Termite & Pest

Client continues advertising with Money Mailer for **13 years** due to a consistently positive experience

## Situation:

Quest Termite & Pest, a pest control company out of Pennsylvania, wanted to drive customer traffic and build brand awareness, so they looked to Money Mailer as a direct marketing solution.

## Strategy:

To attract new customers, two strong offers were placed on the front of the ad. On the back of the ad, the expansive advertising space was used to explain the business' services in further detail and also promote more savings.

## Results:

As a result of having a consistently positive experience, Quest Termite & Pest has now been advertising with Money Mailer for 13 years. The owner says has remained a client due to how helpful Money Mailer has been in strategizing a successful marketing campaign, allowing him to focus on managing his business. Him and his wife shared that they would definitely recommend Money Mailer to other businesses.

## Front of ad:

The front of the ad features the Quest logo and contact information: 610.867.7378 and www.questpest.com. It highlights '40+ Years Experience!' and 'Family Owned and Operated.' The main offer is 'It's Termite Time! Call for your Free Evaluation.' Below this, there are two prominent offers: 'COMPLETE TERMITE TREATMENT \$60 OFF REGULAR PRICE' and 'INITIAL SERVICE FOR PEST CONTROL \$25 OFF'. The ad also includes a 'Same Day Service!' badge and a 'See Coupons On Back!' call to action. The background shows a person inspecting a wall for termites.

## Back of ad:

The back of the ad is titled 'Do You Need Wildlife Exclusions, Termite Letters or Home Inspection?'. It lists three services: 'TERMITE SERVICES', 'TERMITE / REAL ESTATE INSPECTIONS', and 'CRITTER REMOVAL SERVICES'. Each service is accompanied by a small image: a termite, a house, and a critter. The ad also includes the Quest logo and contact information: 610.867.7378 and www.questpest.com. At the bottom, there are three offers: 'FREE NO OBLIGATION INSPECTION', 'FALL SPECIAL 10% OFF CRITTER TRAPPING', and '\$25 OFF BED BUG TREATMENT'. The ad also includes a 'Call Us Today to Learn More About Our Extensive Pest, Termite and Wildlife Management Services and Termite Inspections.' call to action.