

# Case Study: Revitalize with Rebekah

Advertising success forces maid services client to **expand her staff** due to high customer response from Money Mailer.

## Situation:

Revitalize with Rebekah, a cleaning and maid services 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:

In order to drive the desired outcome, Rebekah decided to mail an ad communicating the company's full line of services to consumers so they don't just seek out maid services, but other services as well. She utilized a Free Consultation offer to get in the door.

## Results:

Within the first month of advertising, the business received such a high response that she had to go on a wait list and find more staff. Rebekah claims that even after 5 years of advertising, Money Mailer consistently brings on average, 2-3 life-long customers into her business making it the most effective marketing that she executes.

## Front of ad:



## Back of ad:

