



Evans Landscaping

In addition to their spring television campaign, Creative Dimensions recommended three distinct direct mail pieces for Evans to encourage early sales of mulch and topsoil, boost sales of mulch and topsoil and increase the average purchase. The first piece, "Mulch Madness", dropped in late March and promoted a Buy 3 Get 1 Free offer. Evans also offered a discounted delivery price if purchased by April 30, 2010. The second piece, "Spread Your Tax Return", was dropped in mid-April and promoted the same Buy 3 Get 1 Free and discounted delivery offer. The final piece, "Mother's Day", targeted the heavy seasonal planting efforts around the holiday and three separate coupons were utilized.

The results: Evans experienced a 12% increase in sales that they can directly attribute to the mailers. Because the pieces were mailed to existing customers AND a purchased list, their database has also grown. Evans completed over 700 more deliveries with these mailers than in the same period in 2009.

