

Case Study: Ultimate Gymnastics

Gymnastics facility receives up to **35 new customers per mailing** and continues to advertise with Money Mailer for 13 years.

Situation:

Ultimate Gymnastics, a gymnastics facility out of Gurnee, Illinois, wanted to drive new memberships and build brand awareness, so they looked to Money Mailer as a direct marketing solution.

Strategy:

To attract new customers, the client placed an exciting “20% Off Class Fee” deal on the front of the ad. On the back of the ad, the owners took advantage of the expansive advertising space to showcase their class schedule for consumers to browse.

Results:

The owners received an amazing response, gaining up to 35 new customers per mailing and claiming that it outpaces their response from social media, by far. They have continued advertising with Money Mailer for 13 years due to the “phenomenal ROI”, consistently mailing to 30,000 homes.

Front of ad:



Back of ad:

