

# Case Study: Siebert's Pub

Couple takes over local pub and uses Money Mailer to kickstart business – averages **140 coupon redemptions per month.**

## Situation:

Dave and his wife Miranda took over Siebert's Pub, a small bar & restaurant in Illinois, and wanted to drive customer traffic and build brand awareness for their new business, so they looked to Money Mailer as a direct marketing solution.

## Strategy:

To attract new and retain existing customers, the client placed several exciting deals on the front of the ad to give consumers a reason to come on any day of the week. On the back of the ad, the owners took advantage of the expansive advertising space to showcase their full menu for consumers to browse.

## Results:

The owners received an amazing response, averaging 35 coupon redemptions per week or 140 redemptions a month. They state that they would highly recommend Money Mailer as a marketing option for other small town businesses because it gives consumers an incentive to visit and has a strong word-of-mouth effect.

Front of ad:



Back of ad:

