Case Study: AmeriKick Martial Arts

Client executes a customer acquisition campaign resulting in an 8x return on investment!

Situation:

AmeriKick, a martial arts facility based out of Pennsylvania, had never received a good return on any form of advertising in the 10 years that they have been in business. They also had a desire to acquire new martial art students for the Summer.

Strategy:

Money Mailer worked with the owner to execute a multi-drop ad campaign to attract parents and ultimately, acquire new students in the Summer months. The ad featured "Summer Special" offering unlimited classes all Summer long for just \$249.

Results:

After just two mailings, the client acquired 10 new students resulting in an 8x ROI. Plus, 4 of the new Summer students decided to sign-up for the Fall, proving Money Mailer's ability to attract repeat customers.

Front of ad:



Back of ad:

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Source: 2018 Money Mailer Case Studies