## 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:

appetizers	tEQ Rench Salad	sandwiches	Chicken Caesar Wop
Plankey Fries 99.50	Caesar Salad	Baild-Tour-Own Armas Barner	Chicken Salad Wap
Wild Mushmore Bruschella	Side Saled	or Chicken Breast Sandwich \$8.50	Ballais Chicken Riap
Napoli Braschetta	wings	Service and a deal page at the mostly By heat at manufactor between a boundary between a	Tuna Seled Wrap
Calarnari 59	#1: Choose Your Wings	Mand States realized ford report States	Construction and will have brain which be except these themeses
Cherry Curch 57 50	Chicken Wrigs	Fraben Sandaich	Siesta Wap
Spt. Model with their Secretary science and and the	Chicken Wors 34518	Izilan Beel Sandwich	Sebert's Salad Wap
English Fub Chips	Berndess Wings	Sevennuch Pulled Pork Sandwich	property couple hims
London Priod Green Beans	flot Wints \$2.50 ca	South of the set of the set	dinner fare
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Nation \$9	#2: Choose Your Sauce	Detabella Matheman Sanduich \$5.50	Homeshik Neufoof
tunto digi tagai all'anto della distato tinua, sulta montes della suna tunto dei uni sulta anto all'all'attori ano sunto dei uni babellari sultano di	Baller of the Annual State State	Support the set of the distribution of the set of the s	Stuffed Chicken ferand
fried Strimp	friday's at siebert's	Pub Quesatilite	The doors may read a 20 years which the high tel or day of free and door
Crab Calles 50	inday 5 at Sicocit's	Julipeno Crilled Cheese Sonthich	Bruschetta Chicken
Spirach & Artichole Dip	Clan Chryder Cun 53	Grilled Mi Tura Sandvich \$11	Chicken Preze Pasta
soups & salads	Latrop	Ture Holl Sendvich	And wells used a Radiantic flags in the part of the second
Strength State, State Spin, Spin State State States	Tried Cod 3511 Tried Cod 4512	Appendix of control one play is both to spart of both and the	Pub Fish Taxos
Manufacture and a start of the local diversion of the local diversio	Fried Cod 5513	Onicien Tenders	Ni Tura Stak
Best Ever Baked French Onion Soup-Cup	Grilled Cod		For plant on tall sense white all sense
\$4 Boyl \$5 Seterif's Select \$9	Fried Lake Porth	wraps	Salman
Ceth Salad	Safety Branch of Safety of Safety Saf	Olicken Bacoe Banch Wrap	Shino Diater

