

# Case Study: Budget Blinds

Client continues advertising with Money Mailer since opening business, responsible for **30% of client's leads**.

## Situation:

Budget Blinds of Lake Villa, a window covering franchise business out of Illinois, wanted to drive customer traffic and build brand awareness upon the opening of their new franchise, so they looked to Money Mailer as a direct marketing solution.

## Strategy:

In order to excite consumers and drive leads, the owner offered free installation and 35% off select window treatments. On the back of the ad, the various product offerings were displayed using visually appealing artwork.

## Results:

Every week after an ad is dropped, the owner receives multiple leads, consistently accounting for about 30% of new customers. The client had been advertising with Money Mailer since the first week of opening his business and continues to advertise 3 years later. Whenever discussing with other Budget Blinds franchise owners about how to increase business, he always recommends Money Mailer.

### Front of ad:



### Back of ad:

