



Project: **Quality Lawn Care Reaps Profits from Personalized Mail**

Vertical Market: Service Industry/Other

Business Application: Direct Marketing/Lead Generation

**Program objectives:**

- Introduce new services to existing customers
- Connect with inactive customers
- Follow up with existing customers
- Encourage customers to sign up for services early

**Significant results reported by user:**

- Response rate is 14.6%
- Close rate is 27%
- \$52,000 in new business generated with a \$6,000 investment

**Timing is Everything...**  
*Doug Ayers, Quality Lawn Care*

**FREE**  
lime treatment  
when you sign up  
for our year-round  
service!

**Robert,**

You've already taken advantage of our reliable aeration and weed control services. We now offer an affordable year-round fertilization program.

Our program includes **5 visits** per year:

- March: pre-emergent weed control
- April: weed control spray
- September: aerate, seed, fertilize
- October & December: winter fertilizer

A successful lawn care program must start in early March. Call us now to schedule your appointment.

**Quality Lawn Care**  
**(804) 790-9873**

Don't forget to ask us about gutter cleaning and mulch/topsoil delivery!

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<b>VERTICAL</b>	Service Industry/Other
<b>BUSINESS APPLICATION</b>	Direct Marketing/Lead Generation
<b>CLIENT</b>	Quality Lawn Care, 804-790-9873 Quality Lawn care is a small, privately owned business in Chesterfield, VA that provides aeration, seeding, fertilizing, and gutter cleaning services.
<b>PRINT PROVIDER</b>	Worth, Higgins & Associates <a href="http://www.whaprint.com">http://www.whaprint.com</a> Worth, Higgins & Associates is a commercial printer located in metropolitan Richmond, VA. Its digital print division, Worth Digital, produces variable data and short-run color printing.
<b>AGENCY</b>	Digital Innovations Group, <a href="http://www.digcreative.com">http://www.digcreative.com</a> Digital Innovations Group is a marketing firm specializing in personalized communication programs and strategies delivered in print or via the Internet.
<b>HARDWARE</b>	HP Ultrastream 3000
<b>SOFTWARE</b>	Developed in-house, Lytrod Software ProForm Designer, Intelliscribe
<b>FINISHING</b>	Triumph cutter and hand assembly
<b>PPML</b>	Produced using PPML
<b>TARGET AUDIENCE</b>	Current and former customers
<b>DISTRIBUTION</b>	1,000 per one year period
<b>DATE</b>	May 2003 and May 2004
<b>DESCRIPTION</b>	<p>Quality Lawn Care wanted an inexpensive way to tell its existing customers about additional services they might be interested in and to touch base with inactive customers. They were doing generic mailings to its entire base of active customers without personalizing more than the mailing label—and not seeing a very high rate of return.</p> <p>Working with Digital Innovations Group, the company created a mailer in 2003 that included a personalized letter to current customers thanking them for their business, while inactive customers were offered a new service. Each group also received a personalized call-to-action based on their previous customer history. Each letter contained information about the services the customer had used previously and offered only relevant new services.</p> <p>In May 2004, the company did a similar 300 piece mailing, plus a follow-up piece which was mailed only to those customers who had not renewed. The follow-up piece was personalized with the name of the recipient and a special offer was suggested based on their previous usage.</p> <p>Kate Dunn, President and Founder of Digital Innovations, says this case study is a good example of how a smaller company can benefit from small, targeted mailings rather than larger, more generic ones.</p>

