

What Satisfied SuddenValues Customers Have to Say About Our Service

“I have tried everything in the past 20 years and this is the only thing that works!”

-Dee Shrock, Owner/Operator, Dee's Dance Design, Milwaukie, OR



TYPE OF BUSINESS: Dance Wear
IN BUSINESS FOR: 20 Years

CUSTOMER PROFILE: DEE'S DANCE DESIGN

Challenge

Dee had so many dancers from different schools that she needed a simple way to communicate with their parents about important sale dates and to inform them of new merchandise.

Solution

To send out an internet newsletter to her customers informing them of important sale dates and reminders when their shipments came in.

Results

Were very positive. Parents responded actively to the coupons inserted in the internet newsletters and came to Dee more and shopped around less.

The Experience

“I know it is working because of the coupons coming through my door and the customers are telling me that they really like it!”

-Dee Shrock, Dee's Dance Design

Industry Note

- ROI for every \$1 spent on email marketing averages \$45.
- Coupon usage is up 70% over the last 6 months due to the economy.

TARGET MARKETING...REAL RESULTS!