



Discover How...

L.J. Stone Co., Inc. Uncovered New Sales From their Past Customers!



L.J. Stone Co., Inc.

The Challenge

As a happy member of gFour Marketing, Trent Stone knows the benefits of thanking and staying in touch with past customers. However, he also knows that sometimes those past customers just need a little extra motivation to take action. With Mother's Day coming up, Trent and gFour Marketing saw the perfect opportunity to drive sales from past customers.



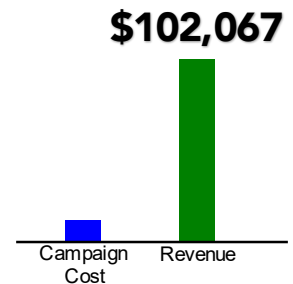
The Solution

gFour Marketing developed a direct mail campaign with a Mother's Day card to past customers including a limited time promotional offer they couldn't resist - OR that they couldn't resist to share with friends.

The Results

By reaching out to past customers through the Mother's Day direct mail campaign and making calls to past customers to follow up on the promotion, L.J. Stone saw within 30 days:

- **69 Appointments Set**
- **13 Closed Sales within 30 days**
- **\$102,067 in NET revenue**



Through this campaign, Trent and L.J. Stone Company were able to harvest the profits they knew existed in their past customer list.

"I'm very pleased with the Mother's Day campaign we did with gFourMarketing. We successfully connected with past customers in a way that was both appealing and time-sensitive, compelling them to take action."

J. Trent Stone, L.J. Stone Co., Inc.
Muncie, IN