

What Satisfied SuddenValues Customers Have to Say About Our Service

“Your time evaluating SuddenValues for your business will be time well spent.”

Diane & Ed Gronbeck, Co-Owner/Operators, Brass Lyon
Newburyport, MA



Type of Business: Gift Shop
In Business For: 2 Years

CUSTOMER PROFILE: BRASS LYON

Challenge

Now in its 30th year, the Brass Lyon has quite a following of customers. Co-Owners Diane and Ed Gronbeck, now in their second year of owning the business, wanted to take their store to the next level. The Brass Lyon had always had great foot traffic because of its location, and the Gronbecks knew they could do even better if they advertised the shop. They tried some advertising with the local paper but SuddenValues has given them the most return on their investment by far.

Solution

Initially the game plan was to begin collecting the names and emails of the stores faithful customers and begin sending them bi-weekly emails. In the emails Diane and Ed would tell their customers about new items in the store, promotions and include money saving offers.

Results

Have heard a lot of positive feedback from customers who enjoy receiving the email newsletters.

The Experience

“Your time evaluating SuddenValues for your business will be time well spent. It’s more than just a way to communicate with your current customers, our dealer Joe has actually helped us grow our customer base. On top of customer service that is second to none, the SuddenValues Dealers take their time to make creative advertising newsletters for you. If you aren’t an advertising guru, they *are* and they take care of all of the details.”

-Diane & Ed Gronbeck, Brass Lyon

41% of workers check their e-mail before going to work.

-America Online/Opinion Research Corporation

TARGET MARKETING...REAL RESULTS!