

What Satisfied SuddenValues Customers Have to Say About Our Service

“Before Susan took over our internet marketing, I personally ran around trying to stay in front of our customers. Now I don’t have to worry about doing that.”

-Bob Hansen, Owner/Operator, FUNWAY
Batavia, IL



Type of Business: Entertainment
In Business For: 18 Years

CUSTOMER PROFILE: FUNWAY

Challenge

Prior to SuddenValues Bob Hansen relied heavily on printed coupons that got quite costly and showed minimal return. He would take these coupons to local schools, Boy Scout groups and other child-centered organizations. In addition to printed coupons, Bob placed ads in local magazines and chamber newsletters, seeing minimal returns on his investment. The most attractive thing about the SuddenValues solution to Bob, was the fact that Susan did all of the work.

Solution

Bob had started a database but hadn’t had time to do anything with it. The first thing Susan did was organize this database, and began sending out newsletters to Bob’s customers offering them coupons enticing them to come in more often.

Results

Bob broke record numbers for a Spring Break party he promoted through SuddenValues.

The Experience

“Before Susan took over our internet marketing, I personally ran around trying to stay in front of our customers. Now I don’t have to worry about doing that. All I have to do now is mention a promotion I want to do and it’s as good as done. Susan can actually spread the word about a promotion to all of my customers in a matter of hours, and get a better response than what used to take me a couple of days to do. The SuddenValues program has made my life a whole lot easier and was well worth the investment.”

-Bob Hansen, Funway

Industry Insight

- 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!