

What Satisfied SuddenValues Customers Have to Say About Our Service

“People love coupons and love to feel appreciated. Using SuddenValues we are able to show our customers we appreciate them, and as a result we get to see them more often. It’s a win-win for everyone.”

-Jordan Brown & Ryan Beckley, Co-Owners/Operators,
Mavericks Coffee House & Roasting Company, Visalia, CA



Type of Business: Coffee House
Business For: 5 ½ Years

CUSTOMER PROFILE: Mavericks Coffee House & Roasting CO

Challenge

Co-Owners Jordan and Ryan’s biggest challenge over the years has been finding an effective advertising medium. They gave up on the phone book three years ago when it didn’t produce results and did an insert in the paper once a year. Before SuddenValues, they were convinced that advertising in general did not produce a good return on investment.

Solution

To compile a database of the coffee house customers and send them offers to encourage them to introduce friends and family to the shop. Updates were also used to inform customers about upcoming concerts.

Results

Customers are coming in more often, and bringing new customers and are receiving instant feedback.

The Experience

“Previously our goal was to gain new customers, but after using SuddenValues it has become clear that effective advertising is actually two-sided. SuddenValues helps us get new customers *and* helps us stay in touch with our most valuable customer- our loyal customer. It feels good to have a marketing plan and someone that takes care of the details so we don’t have to.”

-Jordan Brown & Ryan Beckley, Co-Owners,
Mavericks Coffee House & Roasting Company

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!