

What Satisfied SuddenValues Customers Have to Say About Our Service

“Using SuddenValues our concert attendance is becoming more consistent... I’d like to think it’s because of our great food and awesome music, but I know that we couldn’t be getting these kinds of results without SuddenValues.”

Dave Armstrong & Mary Kisner, CO-Owners, Missipi Brewing CO
Muscatine, IA



Type of Business: Bar & Grill

CUSTOMER PROFILE: THE MISSIPI BREWING CO

Challenge

Before using SuddenValues Mary was paying hundreds of dollars a month to have a link for the Brewing CO on her local papers website. The return on investment was low using the paper to promote their concert calendar, but the overall investment with the paper was less than buying into a radio or television package.

Solution

To reach out to the community through the local SuddenValues website and post aggressive offers like, “Buy One Drink Get One Free,” or “\$5 Off Your Bill of \$30 or More.” These offers have been successful in getting new people to try the restaurant, and as these new people come in their contact information is collected and the weekly band calendars are sent out to them.

Results The contact database is growing, concert is attendance is up & the customers love the emails.

The Experience

“It has been so cool to watch our concert attendance rise. Before, when we used the paper we’d have some nights the place would be packed and other nights it was so thin. Using SuddenValues our concert attendance is becoming more consistent. More often than not, we are having profitable nights and are seeing more new faces than ever before. I’d like to think it’s because of our great food and awesome music, but I know that we couldn’t be getting these kinds of results without SuddenValues.”

-Dave Armstrong, Missipi Brewing CO

Industry Insight

- The average person is online 32.7 hours per week.
- 21% of email time is spent viewing email ads or subscriber based email.

TARGET MARKETING...REAL RESULTS!