

## What Satisfied SuddenValues Customers Have to Say About Our Service

“SuddenValues is more than just a marketing service we use, it has become a crucial communication tool for us.”

-Marci Phillips & Rhonda Elmore, Owner/Operators, Shear Success  
Muscatine, IA



Type of Business: Hair Salon

## CUSTOMER PROFILE: SHEAR SUCCESS

### Challenge

Relying heavily on the newspaper before SuddenValues, Marci and Rhonda were tired of spending hundreds of dollars a month and seeing little in return. They had also used the Yellow Pages and were on the radio, seeing little return from any of the mediums they tried.

### Solution

Wanting to show current customers they appreciated them & wanting to grow their current customer base, Marci & Rhonda ran five different coupons. The coupons ranged from “\$2 Off Your Next Haircut,” to “\$10 Haircuts” for first-time clients.

### Results

They are seeing more walk-ins than with any other advertising medium they’ve used, and are using SuddenValues to post job openings.

### The Experience

“SuddenValues is more than just a marketing service we use, it has become a crucial communication tool for us. As we have grown over the years it’s been harder to stay in touch with our clientele. We needed a program to help us keep in contact with our clients, but honestly never had the time to sit down and write each customer. What I loved about SuddenValues is that it helped us connect with our current customers, and helped us reach new ones- all for less than hiring a marketing director.”

-Marci Phillips, Shear Success

### 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!**