

What Satisfied SuddenValues Customers Have to Say About Our Service

“The customer service I receive from my SuddenValues Dealer goes above and beyond what I expected. Charles is continuously working with me to help me market my business in new and fresh ways.”

-Janell Wiltz, Owner/Operator, Solarium Tanning & More
Richland, WA



Type of Business: Tanning Salon
In Business For: Nine Years

CUSTOMER PROFILE: SOLARIUM TANNING & MORE

Challenge

To bring new customers in the door and existing customers in more frequently.

Solution

The marketing campaign was centered on a few aggressive offers to get new people in the door. These offers included a referral program where both the new client and the pre-existing client who referred them had an opportunity to get a free tan or a discounted package with the purchase of lotion.

Results

The aggressive campaign not only met the client's objective to bring in new clientele, but considerably increased the foot-traffic of pre-existing customers.

The Experience

“I no longer put my marketing dollars into traditional mediums where I saw minimal returns. Since we began with SuddenValues our foot traffic has increased by 30%, the highest it's ever been in 9 years.”

-Janell Wiltz, Solarium Tanning & More

Industry Insight

“When economic times get tough, online shopping sites become an important tool to help consumers find the best price on potential purchases.”

TIME MAGAZINE, Tuesday, Jun. 24, 2008.

Pinching Pennies Online

The logo for TIME magazine, featuring the word "TIME" in a bold, red, serif font.

TARGET MARKETING...REAL RESULTS!