

Healing Arts Connection

"Cactus Mailing's services have been an important part of our growth. On a typical mailing we'll see over a 500% return on investment within the first month of the mailer going out!"

Mary Ellen Brown, Partner



About the Client

Healing Arts Connection is a nationally approved provider that offers integrative body-mind-spirit continuing education classes for massage therapists and other healthcare professionals. They turned to Cactus Mailing for help in 2006 when their mailing list was just over 1500 names -- too big for them to handle manually. They searched on the Internet and found Cactus Mailing, located nearby in Arizona.

Direct Mail Marketing Goal

Promote classes to people who want or need continuing education in wellness, bodywork, massage and energy work.

Direct Mail Solution Provided by Cactus Mailing

We have used both 5.5×8.5 size postcards and 5.5×8.5 fold-over postcards, depending on the amount of information and length of the class schedule. Over 12+ years, Healing Arts has continued to expand their mailing list, continually updating it with new people coming for classes and those requesting to be added to the list.

Postcard Marketing Results

Healing Arts Connection says their first mailing was "like a miracle." Their postcards with the schedule of upcoming classes were mailed to everyone on their list, and they didn't lift a finger. There were very few returns, because Cactus Mailing obtained all the forwarding and updated addresses from the USPS before mailing the postcards. That ensured better coverage at lower cost.

Cost per Mailing: about \$5200 for 15,000 mailers

Response: typically there are 100 registrations averaging about **\$300 each in revenue** within the first 30 days of the postcard mailing date

Request a Quote 

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