

Phantom Pools

"The postcard Cactus Mailing Company created for us worked great! Thanks to our custom design, we were able to increase sales over \$6000. way to go! We will definitely be back for more mailers next summer!"

Mike Leone, Phantom Pools



About the Client

Phantom Pools is a residential pool cleaning and maintenance service that serves communities in Ohio. The company provides services with no required contract that include seasonal pool openings as well as ongoing service that comes with flexible scheduling, appointment reminders, service reports and in-depth water chemical reports. Phantom Pools is especially proud of their reputation for reliability and top-quality attention to detail.

Direct Mail Marketing Goal

Increase sales for both basic pool service and pool opening services.

Direct Mail Solution Provided by Cactus Mailing

We recommended using 5.5x8.5 size postcards and sending them to a targeted mailing list of residential homeowners with pools. We divided the mailing list into two drops, spacing each of the scheduled mailing dates to provide a steady flow of business coming in throughout the early summer.

Postcard Marketing Results

Cost of Mailing: \$1300

Revenue from Mailing: over \$6000 in new customers

ROI: compare revenue to cost and that's a return on investment of **more than 450%**