

Leapfrog Early Learning Academy

"We've been working with Cactus Mailing for 4 years now. When we first turned to them back in 2009 we were near bankruptcy. We had 17 students, one teacher and were living in the Motel 6 next door. The direct mail-out was our last option to survive. The flyers that Cactus Mailing helped us create and distribute, along with the targeted list, were the key difference in us making it. Without direct mailing from Cactus Mailing, Leapfrog Early Learning Academy would not be here today."

Jit Vaitha, Chief Executive Officer & Director of Operations

About the Client

Leapfrog Early Learning Academy is dedicated to providing the highest quality childcare service in the region for children ages 6 weeks to 6 years old. They offer a nurturing, yet innovative, early childhood educational program in a fun-filled, safe and secure environment.

Direct Mail Marketing Goal

Increase enrollment and expand community awareness about the academy.

Direct Mail Solution Provided by Cactus Mailing

We designed a vibrant 5.5×8.5 postcard with multiple offers. This card is mailed out four times per year to approximately 10,000 households, using a targeted mailing list based on geographic proximity to the academy. We have also used household demographics such as income and age of children in home to further target the list.

Postcard Marketing Results

Cost per Mailing: approximately \$3,000 for 10,000 postcards

Response: at least 10 new students per mailing

Revenue: about \$22,000 in tuition revenue per mailing

ROI: over 700% return on investment

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