

Mama Pita Mediterranean Grill

"I had never conducted a direct mail marketing campaign before, so I really wasn't sure how to go about getting things started. When I contacted Jill at Cactus Mailing Company, I only had a basic idea of what I wanted to do. With her help, the whole process was a lot easier than I thought it would be and my marketing campaign was a success. Cactus Mailing Company saved me about \$1,000 per mailing and helped me successfully target drops that yielded more than 10% return each."

Bechara Harfouche, Mama Pita Mediterranean Grill



About the Client

Mama Pita Mediterranean Grill offers authentic, freshly prepared ingredients and simple dishes that are rich in flavor, representing many countries from around the Mediterranean region.

Direct Mail Marketing Goal

Increase food sales and traffic for the restaurant.

Direct Mail Solution Provided by Cactus Mailing

We recommended an initial mailing of 5.5×8.5 size postcards, using a mailing list of 17,500 residents closest to the restaurant.

Request a Quote 

Postcard Marketing Results

Mama Pita has used Cactus Mailing for their postcard marketing since September 2011. Their first postcard mailing offered a free entrée, introducing the restaurant to many customers they have retained as regulars. The mailer resulted in an average increase of 35 customers a day, consistently over six months, and new customers continued to bring their postcards to the restaurant months later. They attributed about 1000 customers a month to their mailing, not to mention the referrals generated by those new customers.

Cost per Mailing: approximately \$5,700 for 17,500 postcards

Response: almost 1000 new customers per month over a 6-month period

Revenue: net sales increased 15% per month, resulting in over \$60,000 in new customer sales over 6 months