



# Success Case Study #14



"Loyal Rewards Sent My Customers  
4 Emails and I Pulled in  
\$6,504 in Extra Business"

- **CLIENT:** John Modestine, Owner—The Village Tavern, North Wales, PA
- **OBJECTIVE:** Increase sales during typically slow hours and days.

PROMOTION	# EMAILS SENT	RESPONSE	# REDEEMED	COST TO PROMOTE	TOTAL SALES
PROMO #1 \$5 Off Entrée with Sunset Entrée	1,097	2%	21	\$49.37	\$687.63
PROMO #2 BOGO Half-Price Entrée—Super Bowl Only	1,091	1%	9	\$49.10	\$364.78
PROMO #3 Bring in a Coffee Mug & Take \$5 Off Any Entrée	1,112	6%	72	\$50.04	\$2,921.86
PROMO #4 \$10 Off \$50 Gift Card	1,107	6%	63	\$49.82	\$2,530.00
<b>TOTALS</b>	<b>4,407</b>	<b>3.75%</b>	<b>165</b>	<b>\$198.33</b>	<b>\$6,504.27</b>

**ANALYSIS:** John spent just \$198.33 to have *Loyal Rewards* send 4 email promotions on 4 separate occasions to his customer email list. His customers redeemed 165 of his Gift Certificates for an excellent overall response rate of 3.75%. The promotions pulled in \$6,504.27 in additional sales.

**Total time spent?** John contacted Loyal Rewards 4 times and spent a total of about 5 minutes to send all 4 promotions. A *tremendous* return on investment *and Loyal Rewards did all the work!*



**Want Results Like These?**

**Get Started Today by Calling:**

**800-309-7228**

**[www.LoyalRewards.com](http://www.LoyalRewards.com)**

Turn Over for More Info!→



What? You're STILL Not Emailing Your Customers? Now It's Easier than Ever!

# WARNING! Your Crusty-Old "1950s Marketing Mentality" Is Costing You a FORTUNE in Lost Business!

**FACT: Today's email marketing is DIRT CHEAP... RIDICULOUSLY EASY... and PROVEN-EFFECTIVE. Heck, you don't even need a computer.**

## NO DOUBT ABOUT IT... *the 50s were a blast!*



Jay Siff, CEO  
Loyal Rewards®

Hula Hoops®... drive-in movies... soda shops... and those colorful juke boxes blasting Buddy Holly and Elvis... *ahh, those were the days!*

But today—50+ years later—many businesspeople still have a ridiculously out-dated "1950s Marketing Mentality!" *For example...*

... **TELL THEM** how effective today's email marketing is, and they tell me, "Oh, but I know nothing about computers!" (FACT: With Loyal Rewards, you don't need to know the first thing about computers... you don't even need to own a computer.)

... **TELL THEM** that today's top advertising experts say that promoting to your own list of customers is the *smartest, easiest, and cheapest* way to drive extra business through your doors, and they say, "Oh, but setting up an email marketing program is so complicated!" (FACT: It couldn't be easier because we set up the entire system for you.)

... **TELL THEM** how easy it is to collect their customers' names and e-mail addresses and they tell me, "Oh, but I'm too busy to ask my customers for their information!" (FACT: Our simple Enrollment Tickets collect the info for you in seconds—and customers love filling them out.)

... **TELL THEM** how their customers are thrilled to receive their messages—and how they'll visit more often and spend more money—and they say, "But I don't know how to write promotions and send emails!" (FACT: All promotions are written for you... and all emails are sent for you. It's so easy a 10-year-old child could use it and bring customers back to his lemonade stand over and over again.)

And one of the most *ancient* misconceptions I hear is: "Email marketing is expensive!" (FACT: Loyal Rewards emails are DIRT CHEAP. Only 4 1/2¢ cents each.) Heck,

how else can you reach, say, 600 of your own customers for just \$27? (You can't!) It's so cheap and effective it's downright foolish *not* to try it. Especially since your competitors are using it... sending THEIR promotions to YOUR customers!

**"We sent an offer to 169 people and got 54 redemptions. That's a 32% response rate!"**

Billy Gene Smith, Owner, Billy Gene's Restaurant, Kerrville, TX

## Today's National Chains Say It Best: "Ignoring Email Marketing Nowadays Is Crazy!"

Why do you think today's biggest and most successful national chains and franchises rely on email to encourage repeat business? **Because they know that simply waiting for customers to return is a fool's game!** These mega-rich corporations know these facts: **88% of U.S. adult internet users have personal email accounts... 46% of them have email at work... approximately 147 million people use email daily.** And most importantly, they know that email influences today's consumers to **buy... Buy... BUY** like crazy.

Best of all, *Loyal Rewards* brings you *fast* response. It's Monday morning... need more business *this afternoon*? Shoot us your offer and we'll "push" a campaign to your customers literally within *minutes* for a flow of new business that **very same day**. No other ad medium does this so fast, so cheap, so easy. Plus no contracts... no minimum mailings... no computer to bother with... no kidding! So...

## **STOP Playing the Fool's Game... STOP Ignoring Email Marketing!**

Or, perhaps you're one of the many *cutting-edge* retail shop owners who simply hasn't gotten around to setting up your email program. If so, I'd like to send you a **FREE**, no-obligation information kit showing how my "easy-as-pie" customer emailing service—*Loyal Rewards*—can work for you, just like it has for others nationwide. **Simply call us at: 800-309-7228.** Or go "high-tech" and visit us at: [www.LoyalRewards.com](http://www.LoyalRewards.com)

**CALL FOR FREE INFORMATION KIT:  
800-309-7228**



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