



Maintenance Services Industry Case Study

Fuel Supplier Expanded Customer Base through Postcards

Introduction

Wholesale Fuels is a fuel supplier in Bakersfield, CA that offers 24 hour service, "keep full" programs, electronic tank monitoring, and a trained sales staff. The company looked to increase awareness about their business. They contacted a marketing expert and chose a direct mail campaign that reached almost 4,000 households. This marketing campaign resulted in a 500% return on investment (ROI) in its first year.

The Challenge

Wholesale Fuels wanted to reach out to their local community and raise awareness about their fuel services.

The Strategy

A direct mail marketing strategy was designed to achieve the brand recognition and sales growth Wholesale Fuels was looking for. They chose an Every Door Direct Mail (EDDM) mailing list comprised of 3,797 households. The list included every address on selected mail carrier routes near Wholesale Fuel's headquarters. The postcard marketing campaign was conducted 3 times to ensure repeat exposure to prospective clients of Wholesale Fuels.



The front of the postcard featured a large image of a Wholesale Fuels propane truck. The headline and subheadings were a bright green color to catch the reader's attention. The headline clearly stated the purpose for the postcard advertisement, "Looking for a new propane supplier?" The copy on the card focused on stressing the quality of their fuel and the benefits they offer to their clients.

The Results

Wholesale Fuels received 92 responses for their postcard campaign. The respondents became recurring customers that are expected to produce \$9,813 in revenue annually. The campaign cost totaled \$1,961, and the company observed a ROI of 500% the first year.



Case Study Provided by [Direct Mail Marketing Company](#):

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