



Finance Industry Case Study

Investment Company Used Direct Mail to Grow Sales

Introduction

Inverse Investments is a financial services company located in Austin, Texas. They wanted to generate additional sales and revenue, as well as generate buzz through a direct mail marketing campaign. The ROI on the marketing campaign their marketing consultant created was staggering.

The Challenge

Inverse Investments in Austin, Texas wanted to generate more sales and revenue for their company, as well as spread the word about new deals available for investors. When Inverse Investments heard about the results other financial service companies were generating from direct mail, they decided to work with a service provider to help them develop their own direct mail marketing campaign.

The Strategy

Inverse Investments worked with their marketing consultant to come up with a personalized campaign designed specifically for their needs. Inverse Investments wanted to focus on one of the most important aspects of a postcard design — that the message is clear and attention grabbing. Key elements of the marketing design included:

- An image that prospects can identify with (they are located in New York, NY);
- A short paragraph that did not lose the reader and explains their company; and
- Contact information that made it easy for a prospect to learn more right away.



For the mailing, Inverse Investments identified individuals in their database who were investors or self-directed IRA investors. Not only did Inverse Investments mail to that list, they also handed out many of these cards directly to prospects.

The Results

Inverse Investments used its postcards as handouts and mailers. They obtained a 10% response rate on the mailers and a more than 25% sign up rate on the handouts. The company reported a revenue increase of more than \$200,000. The campaign cost Inverse Investments \$1,113, resulting in a ROI of 17,969.5%.

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



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