



Insurance Industry Case Study

Luxury Home Insurance Company Builds Loyalty with Direct Mail

Introduction

M.E. Wilson Company is a luxury home insurance company headquartered in Tampa, Florida. They have been serving clients nationwide for over 90 years. They were able to bring in more than a dozen new clients after sending a direct mail piece.

The Challenge

M.E. Wilson Company was looking to expand their customer base. Additional clients are especially important because they typically continue to serve their clients for 20 to 30 years beyond their initial year with the company.

The Strategy

M.E. Wilson worked with a service provider to design and print 10,000 postcards. The design targeted luxury homeowners by featuring images of a luxury car, an expensive home, and a large sailboat. These stunning images reinforced the marketing copy below them, which was a list of the types of assets the company could insure. The flowing script used as the font for the headline added the extra touch to give the card that elegant look, which connected very well with their targeted audience. The service providers targeted specific zip codes with a home value of \$775,000 or more. The text also included a motivating call-to-action mailing list to engage the targeted audience. M.E. Wilson sent 1,500 postcards every two weeks over a period of four months.



The Results

"The response was immediate. We immediately got phone calls the first day it was received in the mail, and the first phone call paid for the entire campaign. We got 12-14 clients. A typical client will stay with us for 20-30 years, and we make \$2,000-\$3,000 per client per year." - Sharon Trautewig, Luxury Home Insurance Expert M.E. Wilson.



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

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