



CASE STUDY

ALL TEXAS TRANSPORT

FUNERAL HOME & MORTUARY TRANSPORT SERVICE

RESPECTFUL • RELIABLE • REASONABLE

CHALLENGE

All Texas Transport company, a family owned and operated company, needed help promoting awareness to their demographic in their service area. Their main goal was to gain new customers, which in their case can be very challenging due to the nature of their business. While their clientele are in a very difficult situation they only have a very limited time to make a purchase decision.

SOLUTION

Acquired a list from the State Licensing Board of Licensed Funeral Homes, Mortuaries & Funeral Directors in their state. Developed creative with consistent omnichannel messaging for the postcards and digital ads. Made a monthly commitment to mail 500 pieces monthly for a total of 12 months.

THE RESULTS

Added 40 new customers over 12 months with \$90,000 increase in sales.

CONCLUSION

Cost of Campaign: \$6500
1,284.62% ROI!

