



# Marketing Results Case Study

## Nelson Construction, #153339

Beautiful Custom Homes & Remodels

Together we will design & build the **home of your dreams...**

**NELSON**  
Construction & Renovations, Inc.

Featured on houzz

**Reviews**

★★★★★  
"Their integrity means the job is done properly the first time and they stand behind their work with fair pricing and reliable scheduling."  
Michael Haldane,  
President, Radke Film Group

★★★★★  
"Working with Nelson was like no other experience I've ever had—and I've done a ton of work on my very old house. They're so professional and stayed in close communication with us. I will NEVER use any other contractor again! I can't say enough good things!"  
—Joy Gandusa, CEO, PostcardMania

Custom Home Built From the Ground Up by Nelson Construction and Renovations

**\$300 OFF**  
Design/Build Package  
See back for details

**FREE**  
CONSULTATION  
See back for details

Check out more of our incredible reviews!

Ask us about our new online system for clients to track every detail of their jobs.

**Best Construction Company I Have Ever Hired.**  
**Friendly Crew.**  
**Excellent End Result!** <sup>99</sup> <sub>-SG</sub>

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NARI Contractor of the Year Award for Best Historic Renovation, as Featured in "Remodeling Today Magazine!"

We've been building beautiful homes all over the Tampa Bay area for more than ten years. From design to completion, our professional team will be by your side every step of the way, providing custom design, quality craftsmanship and outstanding level of care. We take the stress out of home building.

- ✓ Work with our in-house design team to truly customize
- ✓ Get the job done right the first time
- ✓ Let us help you with completed planning so the job can be done on time and within your budget

Call us TODAY for your FREE Consultation!

**\$300 OFF**  
Design/Build Package  
With this card, Offer expires 30 days from mailing date

**FREE**  
CONSULTATION  
With this card, Offer expires 30 days from mailing date

Lic. # CBC1255512

## Campaign With DirectMail2.0

### Mailing List

Provided, homeowners with annual income of \$100k+ and home value \$200k+ with a radius around their office

### Mailing Schedule

6,000 cards three times

### Response

Impressions: ..... 645,424  
 Clicks:..... 222  
 Calls: ..... 46  
 Revenue:..... Over \$1 Million