



MARKETING RESULTS CASE STUDY

Client:

D'Valda & Sirico Dance & Music Centre

Industry: Dance/Gymnastics

Location: Fairfield, CT

Cards Mailed: 8,500



The Results

Through DirectMail2.0's tracking capabilities, D'Valda Sirico could see that their **website was visited over 31,000 times**, and their Google follow-up ads generated **331 clicks back** to their site! But that was just the beginning

As far as dance studio marketing ideas go, the free day of dance was a huge hit! **More than 100 prospects** showed up for the event, and **97 of them signed up** for classes. The average student stays with D'Valda Sirico for about 5 years, so they are looking at a huge return on investment. If only half of them stay that long, said co-owner Steve Sirico, those students will generate well **over \$300,000!**