



MARKETING RESULTS CASE STUDY

Client:

Farmers Insurance

Industry: Insurance

Location: Roswell, GA

Cards Mailed: 6,000 cards 4 times

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Rates You Can Afford.
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FARMERS
INSURANCE
John Stewart Agency
678-813-2229 • www.js-agency.com

"John helped me even when I wasn't with Farmers. He is the best agent I've ever had." —Charles E.

"John's help goes far beyond insurance. He even helped me strip and wax the floors at my practice." —Dr. Gerald S.

The Results

Johns campaign kicked some serious butt. Heres what the hard numbers looked like: - Total Campaign Cost: \$11,000 - Total Revenue Generated (for just one year): \$60,000 - **Campaign ROI: 545%** IMPORTANT NOTE: Those numbers only reflect ONE YEAR of ROI. Because of Johns excellent service, clients stay with him for many years. His ROI from this campaign will continue to grow year after year!