

Garden Center Business

How our new mover campaigns drove big ROI



Challenges

The garden center struggled to target new customers due to demographic shifts in the area, making it difficult to reach the right audience.



Solutions

- ✓ New Mover Gift Book
- ✓ New Mover Postcard
- ✓ Follow-Up Booklet



Results

The garden center successfully reached new target customers, utilized low-cost advertising methods, and ensured a steady influx of new homeowners to the store, overcoming demographic obstacles.



Key Metrics

19%

Boost In New Customers

4%

Response Rate