



Upselling additional services is easy with personalised mail from Stannp.com

The Client

The Outside Cleaning Experts are a professional outside cleaning company with many years' experience in the domestic services field, offering complete outside cleaning packages to customers across Leicestershire.

The Challenge

The Outside Cleaning Experts wanted to increase uptake of their jet wash services amongst existing window cleaning customers.

Neil Henfrey, Owner of The Outside Cleaning Experts: *"We have a range of outside cleaning services, but many customers were only using us for windows. We'd never tried a direct mail campaign before, so I decide to trial a small campaign with 100 customers to see what results we would get."*

Stannp.com's Solution

Stannp.com sent 100 double sided A5 postcards on high quality 300gsm silk card to the customer list that The Outside Cleaning Experts selected.

The Result

The campaign cost The Outside Cleaning Experts just £46.80 in April 2018. Within a few weeks they had generated over £2,000 of new jet wash business directly from the campaign, as well as securing several repeat window cleaning contracts. This equates to **4174% Return on Investment** on the campaign.

Neil: *"We were delighted with the response; we've been so busy with the work it generated that we haven't had time to run another campaign! We are planning to run an autumn gutter cleaning campaign with a larger group of recipients, now we've seen how well this works for us."*



20% OFF
LIMITED AVAILABILITY

As a valued customer we would like to offer you a 20% discount on any jetwashing work booked in for April or May. To take advantage of this fantastic offer give me a call on **07884 433 727**. We have limited spaces available so get in touch ASAP!

Neil

the outside cleaning EXPERTS

FREE CLEAN



Delivered by
Royal Mail
2 ROYAL MAIL
POSTAGE PAID GB
H05967

Mr Jack Burfitt
Stannp
Unit 12 Taw Trade Park
Braunton Road
Barnstaple
EX31 1JZ

Recommend us to a friend and if they book regular cleans we will clean your windows next time **FOR FREE**. Call us on 07884 433 727 to claim your free clean or to find out more.

the outside cleaning EXPERTS

Return to Neil, 111, Cl. The Garrison, Leicester LE1 1EW