

# BBBI

BUSINESS BUILDING IDEAS

## Examples of How Target Marketing Pays Off

### Example 1:

A friend of mine who works for a landscaping company used to always complain about how direct mail marketing never really worked for her.

"I'm lucky if even get a couple to respond," she complained.

"How did you choose the recipients?" I asked.

"Well, I just figured I would send out mass mailings to the residents in my same zip code."

"Have you ever actually driven around to see what these homes look like?" I asked.

"Not really," she admitted.

"You should try it," I said.

After an hour or so of driving, she soon discovered several of these homes were in need of major repairs such as painting, lawn repairs, and many of them had old broken-down cars either in the yard or driveway. As you can imagine, my friend soon realized that she needed to drive around some of the other neighborhoods and possibly look into homes that took a bit more pride in their appearance.

She did just that. Once she found some more upscale neighborhoods in the area, she sent out a mailing to those residents. In the previous mail-out, the response was less than one fourth. The new mailing pulled in well over a 3% response.

### Example #2:

Recently, a new clothing store opened in my area for plus-sized women. The store, which caters mostly to larger middle-aged women, was placed in a mall frequented mainly by



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A handwritten signature in dark ink, reading "Harold Wallace". The signature is fluid and cursive, written in a professional style.

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teenagers and young adults. The surrounding neighborhoods were either apartment neighborhoods where mainly students lived or very upscale neighborhoods. Surrounding business were trendy bars and restaurants, coffee shops, and other places a young person might frequent.

One can plainly see why a store for plus-sized women close to middle-age wouldn't get much business there.

However, there was a second store location in the city. This store was located in a shopping center rather than a mall in a much less crowded area. Though the area was still a fairly popular shopping destination, it had a much more relaxed atmosphere. It was an area a busy middle-aged woman would probably feel much more comfortable shopping. Many of the nearby business were also places that an older woman would possible shop as well.

The store in the mall relocated soon after and the store I just described remains the busier of the two.

### **Example #3**

Austin, Texas is known as the "Live Music Capitol" to many people. A majority of the population is made up of college students and young musicians. The city is very arts-oriented. Many of you may also know about a place there called 6<sup>th</sup> street. Most nights, the street is blocked off so locals can grab a beer at their favorite watering hole, check out a live band, or get a tattoo.

While checking the area out, I also noticed another type of business along that street: pizzerias. Pizza is a popular food among most people, especially young people. Also, it is something you can grab quickly and it's cheap. They could have put in some upscale eateries or burger places, but somehow I think they thought it through a little better than that.

Although I'm definitely not in the business of selling pizza, I saw this as a great example of how thinking things through and noticing what's around you can really make things work.

**If you have any questions or need advice, feel free to send us your questions.  
Comments are also welcome!**

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