

July 29, 2014

Bill Hughes
Town Planner Calendars
Grayslake, IL 60030

Thank you for suggesting I continue with the Town Planner Calendar.

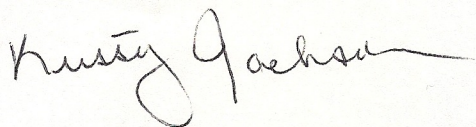
My first year, I continued to do other marketing as well as the Town Planner. I did not seem to get as many calendar coupons as from the other coupon mailings I was doing. But I did not track to see if the calendar had an impact on them choosing to use my other coupons.

The second year, Bill, suggested I do ads and drop the coupon and try to increase my businesses visibility and credibility within the community.

This year I went back to the coupons to try one more time and WOW! Now I am getting about one coupon per day. I also know that when another local salon closed their customers likely chose us because they had seen us for the past three years and wanted a place nearby that they could "trust."

As a business we often want immediate results from our advertising but the calendar is one investment that shows it pays off to be seen on a regular basis over time.

Thank you!



Krissy Jackson
Owner

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