



PLATINUM RAINMAKERS

CASE STUDY:

FFG TYLER

SITUATION:

A spirited leader of a highly successful financial planning firm finds he can no longer recruit more than four to five people to his prospecting dinners.

CHALLENGE(S):

- A community with three times more competitors in the area than when the business first started.
- Prospects with a deaf ear to seeing the same approach to the dinners so the same recipients no longer respond to the direct mail campaigns.

STRATEGY:

Jet & her team proposed the purchase of a custom list that would expand the firm's exposure to new prospects & present them with a clear value proposition.

RESULTS:

- A tube mail mailer with dice and custom (rolled up) message inside that grabbed the recipients' attention.
- Two sold out events.

