

Does Advertising Work?

You be the judge!

Ferrari Pools sells beautiful swimming pools and spas at its Shrewsbury, MA and Exeter, NH locations. In 2005, they started advertising in *The Homesteader* to target the new homeowner market. They ran a full-page, four-color ad in five of our Massachusetts editions.

After their run, they wanted to see how well the ad worked before committing to another series of ads. They hadn't heard much feedback from their customers and had no clue if the program should be continued. "We have customers from all over, and do try to ask where they heard of us, but no one was mentioning *The Homesteader* so we weren't sure if we were spending our advertising dollars wisely," said Dennis Sorbie, the Sales Manager.



So we compared their new customer list with our new homeowner list. **The results were conclusive!**

In the four markets where they advertised regularly, over 37% of their customers were new homeowners. "The results were amazing and totally unexpected," Dennis said. **This represented over \$1 million in new business so far.** "This doesn't include any referrals we will certainly get in the future from all of these new customers," Dennis said.

"There are probably some other undocumented customers, too, like people who picked up the paper at a retail store or a friend's house, or who got a business mailing or read it in their dentist's office."

In three other markets, where the *Homesteader* newspaper publishes but Ferrari did not advertise, the results were also clear. In two markets, 0% of Ferrari's customers were new homeowners. In total, only 8% were new homeowners. "New homeowners didn't find us easily or at all in markets where we didn't advertise," Dennis said.

"By targeting the new homeowner market through *The Homesteader*, we were able to consistently get our message to these future customers and many of them responded," Dennis said.

"Most strikingly, almost no one mentioned *The Homesteader*. It is like they read the paper, absorbed our ad, and then forgot where they had seen us. But they managed to find us and bought from us anyway."

"The Homesteader works!"

Dennis Sorbie, Sales Manager
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Call Amanda at *The Homesteader* to target new homeowners effectively! (800) 941-9907 x12.

