

# Green Acres

Snow removal company boosts business through the Canada Post Smartmail Marketing™ Expert Partner



Having a trusted Smartmail Marketing™ expert partner carefully selected by Canada Post frees up entrepreneurs' time to focus more on business.

## Company gets record snowfall of new business

When locally owned and operated Green Acres decided it wanted to secure more business for the upcoming winter season, the company turned to Canada Post's Expert Partner program (now Smartmail Marketing Expert Partner program). Through the program, Green Acres connected with Harling Direct – which is specializing in third-party fulfillment logistics, including management of direct mail campaigns.

Green Acres' marketing campaign strategy included more than 64,000 Unaddressed Admail™ (now Canada Post Neighbourhood Mail™) pieces delivered in and around their operating area. Three mail drops occurred over three weeks.

## An expertly orchestrated campaign

As an expert partner, Harling is ideally equipped to provide businesses such as Green Acres with everything they need for a successful direct mail campaign. "Our focus is on making the process a smooth one, regardless of the size and type of business – from providing expert marketing insights and refining mailing lists, to establishing printing specifications and dealing with the postal system in an efficient manner," says Jean Reason, Data Manager, Harling Direct.

Harling took care of every step of Green Acres' campaign needs. "They took the reins over from me and ran with it," says Green Acres owner.

To learn more about Canada Post's full range of direct mail solutions, visit [canadapost.ca/smartmailmarketing](http://canadapost.ca/smartmailmarketing).



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## Case study

### A flurry of response exceeds expectations

While the first mail drop yielded some response, it was the later mailings – dropped closer to the coming snowy season – that triggered requests for quotes at a rate that Green Acres did not expect. The campaign generated a total of 500 responses, resulting in 240 new customers – an impressive 50 per cent increase in Green Acres' client base.

The campaign's return on investment (ROI) also vastly exceeded expectations. "My objective was to break even or realize a modest return of 10 to 20 per cent, but the final campaign ROI was 600 per cent."

For Green Acres, the value of combining direct mail with Canada Post's Expert Partner program goes well beyond the numbers. "Working with an expert partner gave me back something really important: my time, so I could focus more on my clients and business."

ROI	New clients
<b>600%</b>	<b>50% more</b>

To learn more about how we can help you grow your business, contact your Canada Post sales representative, or call us at **1-866-282-8053**.

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