

CASE STUDY: Insurance Agency

SALE TIPS!

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See how we can help you build your next promotion

Using your Entertainment Budget In a Creative and Delicious Way

Currently companies have limited their entertaining, spending less time relationship building with clients at dinner meetings and events.

A national insurance company wanted a different way to connect with clients this summer and show their appreciation.

They decided to entertain their clients by using our ice cream program. We shipped an ice cream scoop, imprinted with their logo, to each client. Along with the scoop was a redemption card directing clients to a website where they could select an assortment of 4 pints of gourmet ice cream for delivery directly to their home.

Clients were thrilled with this great summertime gift. The insurance agency was overwhelmed with the amount of customer interaction they received.

Challenge:

How to stay connected with clients without your standard face-to-face dinners and events.

Solution:

Entertain clients with delicious gourmet ice cream delivered to their doorstep.

Results:

Clients were thrilled to receive the ice cream and the insurance company was able to use their entertainment budget effectively.



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