

Case Study:

“Who Wouldn’t Be Very Happy With 32.45%!?”

Norman Bradshaw, GB Tours

When GB Tours Managing Director, Norman Bradshaw, decided in late July to get professional help with promoting a 5-day holiday trip scheduled for the following January, he had not anticipated a 32.45% response to the first mailing within four days.

Norman usually wrote the marketing material for the company’s promotions himself but months were slipping by and he hadn’t even started on the sales letter for the January holiday package. What’s more he could not see any way he could free up the time to do it. He needed a professional copywriter to prepare it for him.

Norman had purchased Carol Bentley’s first book on how to write persuasive sales letters in 2005 and had followed her copywriting blog since 29 October 2007, so he felt confident about asking her to write the sales letter for him.

Carol offered Norman a no-obligation telephone consultation (her normal practice) to discuss what was needed. During the conversation she offered useful marketing advice, in addition to establishing what he wanted to achieve and the details of the holiday offer.

“Carol was full of suggestions and ideas we might try but not pushy in any way. I felt that Carol respected that we knew what we were doing and it was her job to encourage us to try things we hadn’t thought of and to put a new twist on established methods.” *Norman Bradshaw*

Whilst talking about the holiday, and the previous tours the company had organised, Carol realised that Norman had a very satisfied and loyal customer base. Carol decided to use the positive, in some cases glowing, feedback from his customers to show how his company’s organisational skills and focused customer service created a memorable holiday for all their guests.

Carol drew on her marketing experience and used all her copywriting skills to make sure the letter connected with each potential holidaymaker in such a way that they were persuaded to book quickly.

Challenge / Problem

- Promote 5-day coach holiday
- No time to write promotion
- Time running out

Solution

- Hire experienced direct response copywriter

Why Carol Bentley?

- Bought Carol’s book on copywriting
- Followed her blog since 2007
- Confidence in her skills and professionalism

Results

- Copy supplied formatted and ready to print
- Letter produced **32.45% response** in first mailing
- Carol offered additional marketing insights and tips free of charge
- Second mailing generated a further **6.7% response**
- Holiday **sold out** within weeks

Please turn over . . .

Her letter emphasised the emotional experience of the holiday, describing in detail what the trip offered and the enjoyment the guests would have.

As the recipient read the letter they pictured themselves taking part in the optional excursions, enjoying the ambience of the venue, the culinary delights and memorable shows. They saw themselves enjoying the facilities the venue offered making the whole experience more delightful.

The letter was supplied as a merge ready Word document and was posted on 10th August to selected customers. On 14th August Norman reported that 32.45% of the recipients had already booked.

“Who wouldn’t be very happy with 32.45% response!!” was the comment he made in an email to Carol.

After a slight adjustment, a second mailing was sent out to a different selection resulting in another 6.7% response and the final few places were quickly filled after the sales letter content was adapted for a holiday brochure.



Compelling 2-page letter generated 32.45% response

When asked what he liked most about working with Carol, Norman responded:

“Simplicity. Carol asked a number of questions and then the job was under way. Carol double-checked the finer details of the trip so we didn't print anything that wasn't 100% accurate thus ensuring the customer expectations would be commiserate with the end product.”

Business:	Coach/ Tour Holidays
Target Market:	Holiday Makers
Services:	Write compelling sales letter to promote January holiday break
Results:	32.45% response to first mailing in mid-August, followed by 6.7% response to second mailing. The holiday package sold out within weeks.

Carol offers a FREE, half-hour, no obligation telephone (or Skype) conversation to explore your copywriting project. During the call she often shares her expert marketing and copywriting insights.

Because so many people said they found these tips extremely valuable, Carol now offers to record the conversations and supply the audio as an MP3 file. Everyone, so far, has taken up her offer and used the audio as a useful, permanent, reference guide.

Contact Carol or call her office to arrange your exploratory call.

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