



CUSTOMER

Tallahassee Winair.

Small company (\$1.5 Million/year) only 5 employees.

CHALLENGE

Client wanted to increase sales and market share but had no money in the budget and no experience running a promotion.

SOLUTION

Capitol Marketing Concepts designed a six tiered travel incentive program to reward current clients on incremental growth as well as targeting new clients. Capitol also created brochures that were mailed to both new and current clients to get the word out about the incentive program. The program was started with a small down payment no additional payment was due until their clients paid them. The money was in the bank before showing any expense.

RESULTS

\$616,000 in increased business over 50% increase in total sales