



# SPOTLIGHT ON: Telecommunications

## Telecommunications Company Experiences 15% and Higher Return Rates Using AMG's Copyrighted Programs



*"The folks at AMG are always listening... They listen to our needs then come back with solutions. It is very important to AMG that we are successful."*

—Marla S.

*"We will typically have 300 to 700 people in attendance as a result of the Mystery Mania® mailings. Recently we held an event with more than 1,000 people in our office."*

**XYZ Telephone Cooperative\* is a full-service rural telecommunications provider with close to 100% saturation in their local market for landline phone service.** They came to AMG five years ago looking for a list provider to help expand their marketing reach in a cost efficient manner and get the word out about ALL of their products and services.

As it turns out, not only did they get a list provider who managed to cut their mailing costs and improve their ROI considerably, they got a partner who was vested in their success.

### The Challenge

- ▶ Increase foot traffic at sales events.
- ▶ Grow their business by cross-selling and upgrading current customers.
- ▶ Cost effectively expand their marketing reach to attract new customers.
- ▶ Sell services to area residents without a landline.

### The Partnership

- ▶ XYZ Telephone Cooperative constructs promotions that elicit response through cash and prize giveaways, free upgrades and more.
- ▶ AMG repeatedly gets message out quickly and cost effectively using a high-impact mailpiece designed to garner attention and incite curiosity.

### The Results

- ▶ Reduced mailing costs and increased ROI through efficient lists and cost effective design parameters.
- ▶ Hugely successful "Mystery Mania®" promotions that typically generate a response of 15% or more.
- ▶ Through collaboration and innovation AMG has played an important role in generating new revenue for XYZ's multiple lines of business.

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## The AMG Difference

Collaborating closely, the two companies have developed some of the most successful marketing campaigns the telephone cooperative has ever seen. AMG's copyrighted Mystery Mania® promotions they have been using have repeatedly garnered over a 15% response rate—sometimes even as much as 30%.

In an industry where 1% is considered good, this is nothing short of phenomenal.

When AMG representative, Adam Diesselhorst, posed the Mystery Mania® idea to Marla, Campaigns and Promotions Specialist for XYZ Telephone Cooperative about two years ago, they talked through the idea, considered the logistics and decided to give it a try.

*"While it seems like a no-brainer now, people looked at me as if I was crazy when Adam and I first suggested it," Marla said*

*Crazy like a fox, that is.*

*"We initially sent postcards to notify customers of an event but after implementing the Mystery Mania® Program, the attendance and sales rose. We will typically have 300 to 700 people in attendance as a result of the Mystery Mania® mailings. Recently we held an event with more than 1,000 people in our office," she added.*



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