

# TESTIMONIAL Impressive Basement Systems



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**“35% sales increase  
[...] billboards  
worked much better  
than any other form  
of advertising.”**

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*There was a 35% sales increase. Leads to the website were generated from areas of the market where the bulletins were displayed. “We’ve tried direct mail, television and radio but our billboards worked much better than any other form of advertising. We only include our web address on the billboards because it does a great job of directing potential customers to our website. Since using outdoor advertising, our sales have increased 35% without increasing our advertising budget.”*

**Doug Hull**  
Owner, Impressive Basements

## **Audience**

Metro Detroit  
HHI \$100,000+

## **Media Mix**

Rotary Bulletins

## **Market**

Detroit

## **Objective**

Impressive Basements wanted to build awareness throughout Metro Detroit.

## **Rationale**

Impressive Basements used rotary bulletins to let Metro Detroiters know they could have a finished basement in two weeks. The two week guarantee would most likely drive people to the website where an appointment can be set and a salesperson can meet with the homeowner to discuss options and pricing.