



## The Challenge

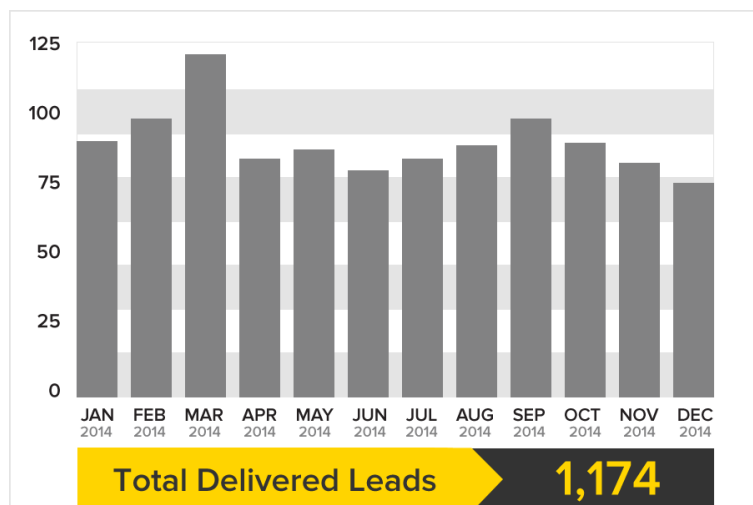
Steve Johnson has been the general manager of Aero Compressor for 40 years, and he needs to ensure that his small business can compete against manufacturing companies with billion-dollar budgets. He also needs a way to promote the value-added services that differentiate his business from the competition and an effective method for earning repeat business from his current customers.

## The Solution

Online search ads target prospective customers within Aero Compressor's service zones in Southern California. YP marketing consultants help Steve adjust advertising spend to ensure the best coverage in the right areas at the right time. Direct mail marketing allows Aero Compressor to stay in touch with current customers by providing them with discounts on parts, and by providing reminders to schedule maintenance on their machines.

## The Results

Aero Compressor receives hundreds of calls per month in the form of new business inquiries, parts purchases, and maintenance requests. YP's marketing solutions generated 1,174 new leads in 2014. Direct mail marketing allowed Aero Compressor to distribute coupons to their current customers, drastically increasing sales of the discounted parts.



### What Aero Compressor Wanted

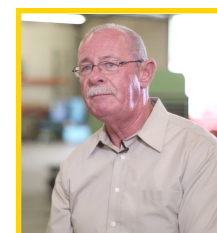
- To compete against manufacturers with billion-dollar budgets
- To promote their value-added services to prospective customers
- To stay in touch with current customers and encourage repeat business

### How Aero Compressor Marketed

- Online search ads that targeted prospective customers in Southern California
- Direct mail magnets sent to current customers with discounts and maintenance reminders
- Print ads in The Real Yellow Pages<sup>SM</sup>

### Aero Compressor's Return on Marketing Investment

- A delivery of 1,174 leads via YP's marketing solutions in 2014
- Hundreds of calls per week for new business inquiries, parts, and services
- An increase in parts purchases from customers who received a coupon via direct mail marketing



**Steve Johnson**  
General Manager of Aero Compressor