



BIC Case Histories

New Carpet Cleaners Drum up Business with BIC Magnets

PRODUCT:	BIC® Business Card Magnets
CUSTOMER:	Two Brothers Carpet Cleaning
OBJECTIVE:	Promote sales and advertise new business
CASE HISTORY CATEGORY:	Grand Opening

OVERVIEW: Two brothers opened a carpet cleaning business. They explored marketing opportunities and tried to decide what promotional product would provide them with the most exposure in the community. Because they spent almost all their money on the down payment for the loan, they had a very small budget for advertising/marketing. The previous owner said he always printed business card magnets because they were very affordable. One of the brothers owned a house on a street lining a huge public park. They had been parking their van outside on the busy street to try and get some free advertising from this great location. They had a tray with paper business cards attached to the side of their van, but no one seemed to take any cards. They got the business card magnets and covered the back of the van with them. They noticed that each time the van was parked for a couple hours outside, the business card magnets would get taken off the van and kept by prospective customers.

DISTRIBUTION: Left on van for prospects to take.

OUTCOME: They have gotten several leads from people who took the magnets and called to make appointments and get estimates.

