

Yodle Local Online Advertising for Caterers



Delivering new sales on a silver platter. Virtually.

Challenge

Catering By Mario's, a catering and banquet company based in Philadelphia, PA, had largely relied on display ads in the Yellow Pages to reach potential new customers. The problem was, they had no way of tracking whether their investment was working. So the prospect of continuing to spend their marketing budget blindly wasn't particularly appetizing.

Solution

Yodle stepped in and advertised Catering By Mario's across a network of search engines and local sites, driving thousands of prospects to a personalized website. There, they could learn more about the catering and banquet services available - even call to book a catering event. Everything was carefully tracked, right down to recordings of the actual phone conversations, so the client could better understand their audience, their market, their opportunities.

Results

In little more than its first year working with Yodle, **Catering By Mario's sold more than \$315,000 in services - a satisfying 1000% return on a \$2,000/month investment.** Says one happy owner, "Even with results like these, Yodle continues to work with me to improve marketing performance!" But perhaps more importantly, Mario's learned how their sales are being generated, and where to spend their marketing dollars for the biggest return on investment. (And they've left the Yellow Pages to their competition.)

Client Profile

Client Name:

Norman Godfrey, John Incollingo

Company:

Catering By Mario's

Industry:

Business & Professional

Location:

Philadelphia, PA

Website:

www.cateringphilly.com

Why Yodle?

There's no telling how much business you can book with **Yodle Local Online Advertising.** We give you more ways to reach, engage and motivate potential new customers.

- Advertising placement across a network of sites
- Personalized websites designed to sell
- Qualified inquiries that translate into greater profits!

It's all measurable, too. We'll help you refine your plan - and make sure you get the most out of your marketing budget.

Now doesn't that sound appetizing?



local online advertising

Visit www.yodle.com or call 877.276.5104 to learn more!

Advertise your catering business across our network of partner sites:

