



When Small Newspaper Group came to us requesting tools to improve retention of current customers and to appeal to the new additions to the local population, we were inspired.

**TARGET  
AUDIENCE**

Audience #1: Existing customers of Small Newspaper Group  
Audience #2: Individuals and families relocating to the areas served by Small Newspaper Group

**THE  
SOLUTION**

Audience #1: The goal was to enhance the existing programs and to ensure the **rewards could be used every day, all year long**. We added true value to the subscription with free offers at popular restaurants, golf courses, spas and more, which enticed the existing customers to renew.

Audience #2: GoalGetters' rewards cards were used with telemarketing, direct mail, kiosk, and other such initiatives. The goal was, again, to add additional value to the subscriber's subscription.

**THE  
RESULT**

"While with Small Newspaper Group, we had the opportunity to utilize the services of Al Zuffrano and GOALGETTERS on more than one occasion. We had several sales and retention initiatives in play and the purpose of bringing Al into the market was to add some exciting elements to our established programs. GOALGETTERS did not disappoint, they were very professional, our established readers loved it, and it also moved the needle for potential readers through our acquisition program in a measurable and profound way. I would use them again without thinking twice."

**- John Newby, 360 Media Alliance & Truly-Local, LLC**

*If you'd like more examples of how we can help publications like yours boost revenues with Rewards Cards, contact us.*