



**“We’ve generated more than \$11.3 million in sales for them.”**

Erectile dysfunction may not be a common subject for polite conversation, but it’s a huge, billion-dollar business. We’ve worked in this field for three years. One such client came to us for our expertise in radio and mobile media and asked us to produce as many calls as possible.

They’d set a very low cost-per-call goal. As it turned out, the radio copy we wrote and produced came in at their goal so we knew we had a winner. We were able to move them to our classic combination of paid media and performance media and thus stabilize their cost per call at their goal-level.

Initially we delivered about 200 calls per week, but the way in which we crafted their media schedule and created their radio copy, we watched calls skyrocket to more than 3,000 per week!

In 100 weeks, we’d generated more than 320,000 calls; in 156 weeks (three years), more than 499,000 calls. We beat, hands down, every other vendor they’d ever gone to. Not only that, but we converted better than 23 percent of their calls, and the average sale was \$99. The bottom line on all this: we’ve generated more than \$11.3 million in sales for the client.

*“We not only **save** our clients an extraordinary amount of money.*

*We **make** our clients an extraordinary amount of money.”*

HPM — Higher Power Marketing