

Drive Smart Driving School Testimonial

Getting their Website 'P' plates

Running a driving school is a challenge that Mark and Jenny thrive on. Mark is the driving teacher and Jenny runs the business; between them they are a formidable team.

As members of the Tea Tree Gully Business Enterprise Centre they attended one of my internet marketing sessions and where inspired and motivated.

Jenny carefully redesigned their website to maximise its sales effectiveness.

Last time I spoke to them, they had employed another driver trainer because they had that much work and were considering plans to expand further.

Not a bad ROI for a \$20 evening internet marketing information session

Testimonial

From: Drive Smart Driving School [DriveSmart@drivesmartdrivingschool.com.au]
Sent: Wednesday, 5 August 2009 10:38 PM
To: sales@succinctideas.com.au
Subject: Drive Smart Driving School Testimonial

A testimonial to Peter's Internet Marketing insight and his ability to pass the message on.

We have discovered Internet Marketing to be an exciting game.
Winners appear near the top of their customers search results and losers appear almost anywhere else.

Peter has taught us how to play the game so everyone wins. Our customers get access to our services and information resource. We are found by quality customers who want what we offer.

Peter took us from 90 visits per month (mostly referrals from expensive on-line advertising) to over 2500 visits and 150 plus downloads per month resulting from highly relevant customer searches.

If you don't understand what these sort of numbers will mean for your business, ask Peter. He'll help the whole Internet Marketing thing make sense.

Thank you Peter. A million times over. We are still learning and enjoying every minute of it. Our customers are enjoying the benefits too.

Kind regards,

Mark & Jenny
Drive Smart Driving School
Phone 8285 4059

www.drivesmartdrivingschool.com.au