



Auto Dealer Generates Success with Direct Mail Campaign

Client:

Auto Dealership, PA and NJ

Project:

Increase dealership traffic and sales during a key event.

Business Application(s):

Mail list purchase, graphic design, giveaways, non-profit integration



Business Objective(s)

After a bit of a downturn, the client was willing to try something outside of its existing newspaper ads, radio, and billboards to:

- Encourage new and existing customers to utilize the service department.
- Build excitement and traffic at the dealership.
- Reach out to existing customers to upgrade their vehicles.
- Introduce the latest trends and technologies with their newest car line.
- Integrate a non-profit relationship into the dealership.

The Solution

Direct Mail is an effective “call to action” marketing tool. We believed that purchasing a mailing list and “personally” inviting them to the dealership would increase the dealership’s success.

Implementation

We identified the key demographic and purchased an 80,000-person mailing list to support the two dealership locations. We designed, printed, and mailed an oversized postcard with service center coupons for the dealership’s event.

Results

Every success metric exceeds expectations:

- **Sales:** Sold 100 vehicles. Goal was 75 (33% increase over goal).
- **Attendance:** 280 people attended the 7-day event.
- **Service Department:** More than 115 oil changes were completed during the event.
- **Test Drives:** Increased 90% over regular metrics.
- **Non-Profit:** A sizable cash donation was made to the American Red Cross.