



Auto Dealer Generates Success with Direct Mail Campaign

Client:

Auto Dealership, PA and NJ

Project:

Increase dealership traffic and sales during 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. 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.

