



MUDLICK MAIL



Great Results & Customer Service = Satisfaction for Repair Shop

PROBLEM / BUSINESS NEED

The owners at Best Choice Auto Care repair shop faced several challenges with the existing multi-channel marketing mix. The mix included participation in local coupon booklets, an e-newsletter, newspaper advertisements and online marketing such as a website and pay per click.

The biggest challenge was being able to measure and analyze each marketing tactic and how each performed in terms of increasing repair orders and generating sales for the shop. Customer Service was another issue the owners faced, some marketing vendors were not providing transparency and value-added tools to help them understand results and ultimately grow their business. As they refined their multi-channel marketing strategy and reevaluated marketing vendors, some of the objectives included:

- Include marketing tactics that are easy-to-measure and the results are accessible
- Select vendors with value-added business tools that are automotive repair shop specific
- Increase profitable repair orders consistently and grow customer base

SOLUTION

Best Choice Auto Care chose Mudlick Mail (via a referral) for postcard and coupon marketing. The proprietary Mudlick Analytics technology was utilized to capture customer addresses, point of sale data, and average repair order sales data; enabling the shop owners to develop a deep understanding on marketing performance metrics such as:

- # of repair orders generated from postcard mailers
- New and existing customer response rates
- Net revenue and gross profit
- Estimations on lifetime sales opportunity
- List performance based on zip codes

Additionally, the proprietary and unique Mudlick Learning Center was used to help the shop owners with other aspects of managing their auto shop. The Mudlick Learning Center offers ongoing tools to help shop owners with every aspect of business including customer service, finance & budgeting, vendor selection, etc. The transparency and resourceful tools proved to be invaluable for the independent auto repair shop.

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RESULTS

70 Customers Gained
per Campaign (Average)

503 New Repair Orders

\$115,734 Sales Revenue
Earned

245% Average ROI

“This is our second time around using Mudlick Mail for postcard marketing. The first time around, we didn’t mail enough times to see magical results. Now, we run monthly mailings and extremely satisfied with the results we are getting. Use it, you won’t be disappointed with the results”

-Jim Hundley



COMPANY

Mudlick Mail is a specialized, turn-key direct mail service provider. With over 15 years of direct marketing experience, we serve hundreds of companies in various industries in the USA and Canada.