



MUDLICK MAIL™

THE DIRECT MAIL EXPERTS

OVERVIEW OF BUSINESS

Location: Centrally located in a mid-size populous city of 302,000 individuals

Years in Business: 8 years

Shop Capability: One location with six techs and one manager

Marketing Mix: The franchise dealer used a combination of store-front pop-up banners, a billboard advertisement close to their shop and a robust website. In addition to these efforts, a small budget is being allocated to paid-search advertising.

OPPORTUNITY/BUSINESS NEED

The franchise dealer closed its doors for a few weeks to do some shop upgrades. Even before the temporary close, the shop was experiencing slow sales. Their marketing tactics were not producing the car count needed to keep six techs busy and maintain shop profitability. The shop owner needed to generate awareness on the re-opening and drive in customers immediately. The owner was challenged in the past with knowing how his existing marketing tactics were performing in terms of increased car count and sales.

SOLUTION

The independent franchise dealer partnered with Mudlick Mail to execute a direct mail campaign. The Mudlick Mail Dedicated Account Manager provided consultation and helped the shop owner develop a mail campaign that would deliver optimal results. As part of the solution, the consult and service delivery included:

1. A **free market analysis** which identified the shop's full market potential, a complete list of prospects in a 3-5 mile radius of the shop. The prospects were targeted based on specific demographic criteria.
2. Professional design services for a 6x11, full-color postcard. The postcard included attractive discount offers and a sweepstakes drawing. The **broad discount offers** were used to drive customers in the shop. The sweepstakes offer was used as an engagement tool to drive prospects to the website for brand exposure.
3. A **free call tracking number** was provided to help track the direct mail campaign performance. The shop owner would have access to performance metrics and recorded calls 24/7.
4. Phone acquisition training and sample front-counter sales scripts were provided to help get cars in the shop and maximize the value of every repair order.
5. A **database matching** report was analyzed by Mudlick Mail every 30 days to determine how many new customers the direct mail campaign produced, total repair order values for each new customer and analytics on optimizing the mail list for maximum return on investment.

60 DAY RESULTS

- ✓ **Number of Postcards Mailed – 4,400 on the Mailing List**
- ✓ **Number of Campaigns – 1 Mailing**
- ✓ **44 New Paying Customers or 1% Acquisition Rate**
- ✓ **Average RO Value - \$320**
- ✓ **60 Day Return on Investment \$14,074**
- ✓ **60 Day Return on Investment Rate - 900%**

BROAD OFFERS USED

Brake Service

\$20 OFF

For faster service, please call for an appointment.
*Most vehicles. Cannot be combined with any other offer. See store for details. Rules and restrictions apply. Expires 3/15/16.

Seasonal Checkup

FREE

Brake Inspection & Tire Rotation!

*Most vehicles. Cannot be combined with any other offer. See store for details. Rules and restrictions apply. Expires 3/15/16.

Service Special

Any Repair or Maintenance Service of **\$100 or More**..... **\$10 OFF**

Any Repair or Maintenance Service of **\$175 or More**..... **\$20 OFF**

*Most vehicles. Cannot be combined with any other offer. See store for details. Rules and restrictions apply. Expires 3/15/16.