

... A NEW LOOK

By Chuck Patton
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Cars are different than they were 20 years ago. Today, the do-it-yourselfer in the automotive market is becoming almost non-existent. Your customers can work on some of the older vehicles or maybe perform some of the simpler services on newer cars, such as a standard oil change. However, today's competitive, advancing technology is making it almost impossible for your customers to service their vehicles properly and without risk of injury.

Luckily for your customers, you provide value, expertise and solid solutions. You have employees who are specially trained, tools and processes to address core problems, and diagnostic equipment to not only diagnose problems, but to show customers proof of repairs.

Traffic Builders' role in the automotive marketing industry is not much different. Technology is taking marketing into a whole new realm of opportunity. The days of broadcast direct mail programs went out with old-school carburetors. Targeted marketing maximizes your marketing opportunities, and even in today's economy, your message can drive customers to your dealership.

Our goal as your strategic partner in traffic building is to offer specially trained people to partner with you, systems that are proven to work, and diagnostic tools that measure the performance of your marketing engine.

Just as you have changed and re-invented your dealership and tactics to better benefit your customers, Traffic Builders has done so as well to help tune your marketing engine for premium performance. You will soon be seeing a new look; Traffic Builders taking up a whole new gear. There is a new look to what we do, but it doesn't stop there.

National statistics say you are only capturing about 30% of the potential market in your area and that just a little over 10% of your customer base is coming in three or more times a year. Traffic Builders has strategies, marketing campaigns and proof that service marketing is a dependable investment to drive sales into your dealership. By integrating many of your programs, we can leverage your cost savings and increase your ROI. Traffic Builders offers a broad spectrum of results-driven strategies, including maintaining consistency of message and eliminating overlap.

On average, our customers achieve:

- With every 1,000 pieces mailed: \$30,127 in return from current customers (frequency retains your customer base)
- With every 1,000 pieces targeted toward new customers: \$12,927 in return

What kind of results are you receiving with your marketing initiatives? Is it time to let Traffic Builders fine tune your marketing engine and jumpstart your service department revenue?

