



GAUGES

Your Guide to Marketing Ideas and Strategies for the Automotive Industry from Zodiac Printing.

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FIXED OPS

Imagine unlocking the front door of your dealership tomorrow morning knowing that 100 percent of your overhead is paid for before you even sell your first car or truck! *Sound like a dream?*

Not if you have a Fixed Ops Marketing Plan in place!

A customer retention marketing plan for fixed operations costs a fraction of what the typical dealer is spending to bring bodies into the showroom. According to the NADA, the average dealer spends over \$28,000 per month in advertising to sell cars at a 20% closing ratio but only \$2,000 - \$5,000 a month to keep the customers they have ALREADY sold to. **In the service department the average closing ratio is 60%**, so wouldn't each dollar spent in advertising yield a higher return on investment? Of Course!

Service customers already know where you are located, own your product, have done business with your dealership & must like someone at your store since they keep coming back.



ZODIAC

DESIGN | DIGITAL PRINTING | OFFSET PRINTING | DIRECT MAIL | FULFILLMENT | DISPLAY

800 • 829 • 7720

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395 Oak Hill Road • Mountain Top, PA 18707



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Are you doing your part to keep your service customers coming back?

Ask yourself these questions:

- Have you thanked them lately for their business? ☐ YES ☐ NO
- Do you remind them when its time to return for preventive maintenance? ☐ YES ☐ NO
- Do you have an appointment reminder system in place? ☐ YES ☐ NO
- Do you schedule their next appointment before they leave on each visit? ☐ YES ☐ NO
- Do they receive invitations for your seasonal promotions? ☐ YES ☐ NO
- Do you follow up on all open factory recall campaigns? ☐ YES ☐ NO
- Are first appointments scheduled at the time of delivery? ☐ YES ☐ NO
- Do all customers get maintenance menus? ☐ YES ☐ NO
- Are these customers invited back twice a year for free car-care clinics? ☐ YES ☐ NO
- Do you communicate with them through email? ☐ YES ☐ NO

Zodiac Printing helps you stay in touch with your current customer data base thru targeted service reminder postcards, special sale notices, invitations to customer-only events, personalized variable data letters, and more.

What about attracting new customers to your service department?

Let's say the average mid-priced car costs \$20,000 and the average oil change costs \$25.

Isn't it easier & less of a commitment for a new customer to 'try out' your dealership by only spending \$25 than by spending \$20,000?

Of course it is.

Your service department is key to covering your overhead AND increasing your new and used car sales.

Research shows 91% of consumers admit that they would use service department ratings when deciding from which dealership to buy a new car.*

Zodiac Printing can help you attract new customers to your service department by utilizing direct mail pieces with discount offers and coupons specifically for new customers.

*Driver Side/Kelton Research, April 2010

ZODIAC is a **full-service** printing company that offers **Total Project Management** for your dealership. From **agency-level design** to **state-of-the-art printing** services, **ZODIAC** can provide a **cutting edge marketing plan** to bring your dealership the **customer traffic you've been looking for**.

To find out what **ZODIAC** can do for you, contact our **Automotive Marketing Manager Liz Krewson** at **800-829-7720** or email her at **liz@zodiacprinting.com**

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