

HOW TO CRAFT A DIRECT MAIL

STRATEGY THAT DRIVES CONVERSIONS

Make direct mail work even better for your dealership by fully optimizing it for engagement and redemption. Below is your checklist for direct mail success.

DATA-FIRST APPROACH

1

Your direct mail is only as accurate as your data. Make sure your data set is up-to-date and accurate to reach the **right customers** with the **right offer** at the **right time**.



NEARLY
1/4th
of your database is
INACCURATE
by year's end¹.

CONSISTENCY IS KEY

2

Create a **direct mail calendar**. Sending out direct mail on a consistent basis helps with top-of-mind awareness and also reinforces messaging.



REPETITION
helps the brain
REMEMBER

BEHAVIORAL TARGETING

3

Where is the consumer in the automotive customer journey? What are their unique needs during this time? **Target customers based on their loyalty** to your service department or their vehicle's current needs.



Irrelevant content
GENERATES
83%
LOWER
RESPONSE RATES
than the average
marketing campaign².

PERSONALIZATION

4

Calling anyone out by their name is sure to **get their attention!** Make the customer experience a personal one; show them you know who they are and you have what they need.



PERSONALIZATION
REDUCES
acquisition costs up to
50%
& lifts revenues by
5-15%³

CUSTOMER BENEFIT

5

Facts or features aren't why customers buy something; benefits are. How does your vehicle, service, or part provide what the customer needs? **Consider benefits** such as reliability, cost savings, or safety.



Emphasize the value your customers will receive:
**COST, QUALITY,
CONVENIENCE
PEACE OF MIND.**

EASY & DIRECT CALL TO ACTION

6

Your Call To Action (CTA) needs to be in plain sight and easy to understand. The consumer should instantly know what to do after reading your CTA: call to schedule a service appointment, book a test drive online, visit your service specials page etc. **For even higher returns, consider personalizing your Call(s) To Action.**



Call(s) To Action (CTA)
that are personalized
CONVERT
42%
BETTER
than generic CTAs
that are the same
for every visitor⁴.

INTEGRATION

7

Combine direct mail with your other marketing channels – it should not stand alone. An **omnichannel, automotive customer journey** helps with response rates, top-of-mind awareness, and conversions.



Businesses that adopt
OMNICHANNEL
strategies achieve
91%
GREATER
year-over-year customer
retention rates compared
to those that don't⁵.

