

Achieve Your Business Goals

Case Study: Effect of Consistent Direct Mail on Market Share

Lexus of Wesley Chapel increases return on mail by 132% and adds 463 new customers using trackable, targeted direct mail campaigns.

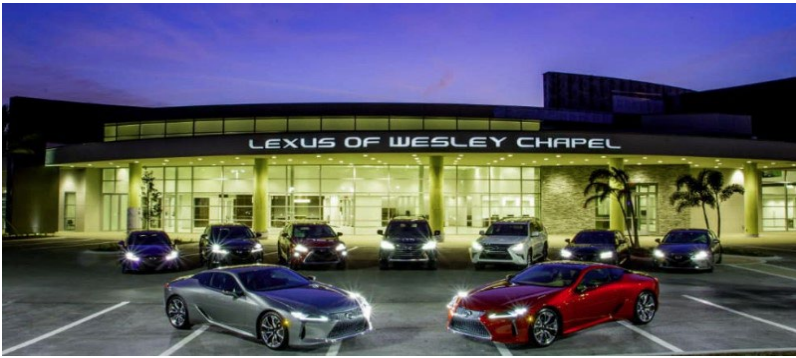
WESLEY CHAPEL



Lexus Dealer in Wesley Chapel, FL

www.lexusofwesleychapel.com

Client Name: Lexus of Wesley Chapel



The Challenge

Lexus of Wesley Chapel is a relatively new store, only 5 years old, and is situated near the well-established Tampa Bay Lexus, which is widely recognized in the area. Given their close proximity, it was crucial to raise awareness of Lexus of Wesley Chapel's presence within the community.

The Approach

We developed a mail strategy to consistently reach Lexus owners in specific areas, expanding the customer base and increasing awareness of the dealership's convenient location. Sales mail is sent monthly to current and potential customers, followed by an eblast. Service mail, featuring an oil change offer with a larger discount for distant customers, is also sent monthly to all customers and prospects to grow the service customer base.

The Results

Four years into this sustained direct mail campaign, Lexus of Wesley Chapel has seen a 132% increase in percent of return on mail, and added 463 records to their customer base, an increase of about 3%. Consistency has been paramount to their success.

"Strong Automotive has led us in a winning direction through their proven philosophy of consistency and strategic messaging in direct mail. We have enjoyed a tremendous amount of success because of our partnership!"

~Randy Newbold, General Manager,
Lexus of Wesley Chapel

132%

Mail Return Increase

463

New Customers

Primary Marketing Objective

Increase Market Share & Awareness

Featured Product Area

Direct Mail

