

Achieve Your Business Goals

Case Study: Effect of Consistent Direct Mail on Sales

Hendrick Honda Bradenton boosted sales by 1,594 units and secured 955 trades through consistent, targeted direct mail campaigns.



Honda Dealer in Bradenton, FL

www.hendrickhondabradenton.com

Client Name: Hendrick Honda Bradenton



The Challenge

Hendrick Honda Bradenton operates in a crowded and geographically challenging market. Located in the Tampa-St. Pete (Sarasota) area, the dealership faces competition from six other Honda dealers within a 45-mile radius. Additionally, its position south of Tampa Bay and bordered by the Gulf of Mexico to the west, limits road and bridge access.

The Approach

We developed a targeted mail strategy to boost sales and service traffic by consistently reaching out to all Honda owners within a 50-mile radius. Additionally, we concentrated our sales mail efforts on Accord and Civic owners and prospects, as these models are high-volume in this market.

The Results

Five years into this sustained direct mail campaign, Hendrick Honda Bradenton sold 1,095 new Hondas and 499 pre-owned vehicles, totaling 1,594 units directly attributed to the campaign. Additionally, the dealership gained 955 trades from these sales, boosting their pre-owned inventory during a challenging used vehicle market. Over the same period, 35,900 service ROs were scheduled and completed for customers who received service offers in the mail, generating \$2,272,975 in RO profit. Consistency in message and frequency have been the keys to their success.

"We have seen great success over the years with Direct Mail. Consistency has been key in building this success. I believe in the importance of mail in our media mix and am thankful for traffic direct mail brings each month."

~Greg Schenk, General Manager, Hendrick Honda Bradenton

1,594

Direct Mail Sales

955

Added Trades

Primary Marketing Objective

Direct Traffic for Increase Sales & Service

Featured Product Area

Direct Mail

