



Automotive Industry Case Study

Business Uses Direct Mail to Expand Client Base in Motorcycle Accessories Industry

Introduction

Cruiser Customizing, a motorcycle accessories store in Livermore, California, sells top-of-the-line aftermarket motorcycle parts. The company was looking to build customer loyalty and convert prospective customers. It used a combination of direct mail and digital follow-up, which drove responses and led to increased revenue.

The Challenge

Cruiser Customizing needed to build its customer loyalty while also turning its prospective customers into actual customers, ultimately seeking to generate additional revenue.

The Strategy

Cruiser Customizing worked with a service provider to develop a strategic marketing postcard that would appeal to both current and prospective customers. The postcard used visuals. It featured 4 pictures of motorcycles and motorcycle engines across the front of the card. At the very top of the card, Cruiser Customizing placed the logos of the major brands they carry. This built credibility with prospects because when they saw the brands they respect, they also transferred that respect and credibility to Cruiser Customizing.

The postcard headline read, "Your #1 Source for Aftermarket Motorcycle Parts." At the bottom of the card, Cruiser Customizing featured a 10 percent discount off the recipients' next order, which added a financial incentive to encourage prospects to choose Cruiser Customizing for their next motorcycle part upgrade.

Cruiser Customizing mailed the postcard to all 4,935 of its current customers and prospects. The campaign was mailed just once to remind the postcard recipients that Cruiser Customizing was still their best option for aftermarket motorcycle parts.

The Results

After just one mailing of postcards, Cruiser Customizing received 18 responses. The responses resulted in \$3,815 in increased revenue.



Case Study Provided by [Direct Mail Marketing](#) Company:



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