

## Automotive Industry Case Study

# Automotive Shop Gained Thousands in Revenue from Postcards

### Introduction

Rivercity Autowerks is an automotive repair shop in Hudson, Wisconsin that wanted to engage a very specific customer base: VW, Audi and Volkswagen owners that have vehicles between the years of 1998 and 2008 in a 20 mile radius of their auto shop. The company wanted to increase clientele. Rivercity Autowerks' advertising campaign consisted of 3,500 postcards promoting VW, Porsche, and Audi auto repair. Their return on investment for their marketing campaign was 470%.

### The Challenge

Rivercity Autowerks had typical marketing goals; it wanted to increase the amount of qualified leads.

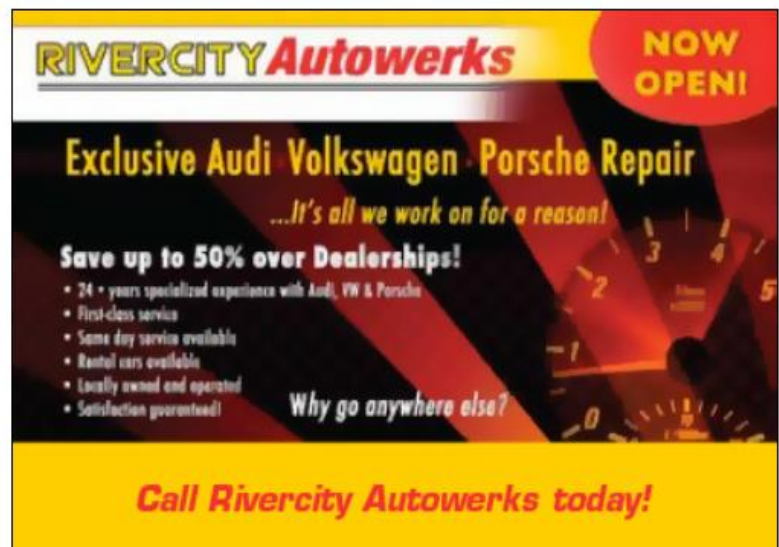
### The Strategy

Rivercity Autowerks consulted with marketing experts to find out how postcard marketing could help achieve its increased sales targets.

The postcard design for Rivercity Autowerks was simple, straightforward and notified readers right away that its dealership service could save them money. The back of the postcard repeated the types of vehicles it serviced and targeted owners of those specific vehicle makes and models. This advertising presented Rivercity Autowerks a low-cost option to get the reader's attention.

### The Results

The company mailed 3,500 postcards and received over 40 responses, all of which were for cars identified on the postcard. The 40 qualified leads resulted in approximately \$8,000 in sales. The average sale from each postcard customer was \$200. The total estimation of campaign cost, including postage, was \$1,700 with a Return on Investment of 470%.



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