

# “Everything you need to get the sale!”



## NORTHERN MAZDA

*“Our promotions coordinator was constantly in touch with us to make sure everything went smoothly and she provided us with additional marketing support. In the car business, we really have to stress good follow up with our customers, so it was the support and the follow up that you guys had that I really appreciated.”*

*- Ray Latour, General Manager, Northern Mazda*

## KEY CHALLENGES

### WHAT WAS THE MAIN REASON FOR USING OUR PROMOTIONAL PRODUCTS?

We wanted something that would add value for our customers, and right away we could see the value in these trips.

## IMPLEMENTATION

### HOW DID YOU IMPLEMENT OUR PRODUCTS INTO YOUR PROGRAM?

Anyone that bought a new or used car got the trip, it was that simple. Originally it was just going to be used at our Mazda dealership but as soon as our dealer principle heard about it he decided to run it in two other Northern dealerships.

### DID YOU RUN A CAMPAIGN OF ANY SORT TO PROMOTE YOUR PROGRAM?

Yes, we ran an ad in the paper in conjunction with a radio spot, and we also mailed out a mini booklet to prospects which we called “Northern Wheels.” We featured a special promotion in our first edition of “Northern Wheels” which included a clip-out coupon so customers could get a trip when they purchased a car. It created such a huge buzz around town, we had people coming in saying, “Make sure I get my trip!” It was almost like the car was secondary!

## BENEFITS

### WERE YOU ABLE TO ACCOMPLISH YOUR OBJECTIVES AFTER USING OUR PROMOTIONAL PRODUCTS?

Yes, as we saw an immediate increase in sales, but aside from that it really showed customers there’s a difference between us and all the other car dealerships in town.

**SATISFACTION RATING: 10/10**

*“I am definitely doing this again, I’d say around 3-4 times a year. There is no doubt about it!”*

*- Ray Latour, General Manager, Northern Mazda*