

## *What a Newsletter Can Do For You*

Customized newsletters are fast becoming one of the most powerful, sophisticated and interactive marketing/sales tools in your arsenal. You can gain an edge in the marketplace with a carefully planned, well-written, customized newsletter designed to accomplish one or many of the objectives below:

- Build loyalty
- Cross-sell products and services
- Retain customers
- Boost sales
- Introduce new products and services
- Educate customers
- Explain complex products
- Enhance your dealership's image
- Increase depth of relationships
- Generate referrals
- Support your brand
- Salespeople recognition
- Generate trackable response
- Solicit feedback
- Address competitive issues
- Manage customer expectations
- Increase awareness of products and benefits
- Promote special offers/advertisements
- Generate qualified sales leads
- Foster two-way communication
- Collect vital demographic information

Research shows that newsletters, the most commonly used type of custom publication, are an accepted and welcomed method of communication. In fact, according to a national Newsletter Readership Study, the average awareness level for a professionally produced newsletter is 68%.

### *Why Should You Stay In Contact With Your Prospects And Customers?*

**62%** of everybody that you bump into knows somebody who will buy a car within the next 90 days.

**30%** of the people have a family member who will be buying a new or used vehicle in the next 90 days.

**90%** of the people buy a vehicle within a week of stopping at the first dealership.

**90%** of the people who leave the lot without buying are never contacted again about buying. That's too bad because **33%** would come back in with good follow up, and **67%** of the people who do come back in buy the car.

**82%** of the people can't remember their salesperson's name one year after they bought their last vehicle.

**90%** of the people who do buy a car aren't contacted by their salesperson about buying another car.

The average person buys somewhere around **12** vehicles in their lifetime. If the average vehicle cost is \$25,000 that adds up to a whopping **\$300,000**. Not to mention parts and service income.

***Stay in touch and sell more cars.***

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