

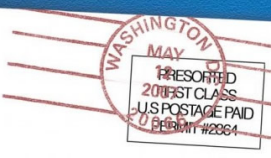


Jimmy Peters



# GET TANKED

The #1 Direct Mail Campaign in the Automotive Industry



The current economic climate, with banks tightening stipulations for loans and gas prices soaring, has made effective marketing more important than ever. Every marketing dollar must have maximum impact. Banks have become very tight lending to those with the 480 to 559 credit scores. These deals are not getting bought without \$2,000 to \$3,000 down. The hedge fees of 15 to 20 percent make these deals very difficult — if not impossible — to structure. Dealerships are looking for ways to increase sales from their marketing dollars and drive in more high-score traffic that can be more easily financed. One great way to do this is to increase response rates and target your desired customer type. New ideas in direct mail, like gas mailer campaigns, are helping innovative dealers achieve up to a 5 to 10 percent response.

Why do gas mailers work? The gas mailer mail campaign hits a nerve. Everyone in the United States is feeling the pinch from high gas prices in one way or another. Everyone opens a gas mailer simply because it offers some relief at a time when gas has hit \$4 or more per gallon. Who wouldn't open it?

The motivation is the message. Fifty dollars in free gas motivates people. Imagine if you put a bunch of big billboards up that said, "Come Test Drive Any of Our New or Pre-Owned Vehicles and We Will Give You \$50 Worth of Free Gas!" How many people would respond to this message and be on your lot to get that free \$50 of fuel? Your lot would be a mad house. The message would motivate tons of people. The problem with the billboard is that you cannot target the individuals you want to visit your dealership. You simply cannot target the exact demographic you want to have visit your dealership with any form of mass media advertising such as a billboard, newspaper, television or radio. It is important to remember that you can generate tons of floor traffic to your dealership in any market with the right message and call to action.

Now, think if you take this highly effective call to action that solicits an emotional response and condense it into a form of advertising such as direct mail. With direct mail, you can specifically target your desired customer, a customer the banks will still buy. Imagine the sales numbers from a showroom full of emotionally motivated customers who can buy a car. What are



the possibilities? Well, the chances are that, even with the market in its current condition and gas prices sky high, you could very likely have a record month at your dealership — just like many other dealerships have been able to do by using gas mailer program campaigns.

With this mailer, you should target people with a 580 to 679 credit score who have 70 to 99 percent of their auto loan paid off. These are the people whom the banks are willing to finance. They have had their vehicles for awhile, and they're ready to go home in one or two years. These motivated and able buyers are the ones whom you want to visit your store. You won't be struggling to hang these deals on Monday morning or calling people to unwind deals you can't get done. You will just have happy customers driving in your cars.

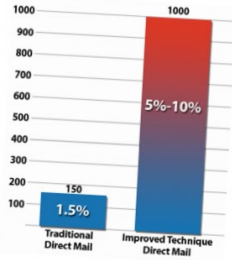
With any campaign, it is important to stand out and use emotion to motivate your

customers. Using a gas mailer will get your customers emotionally motivated and create a strong call to action. A great way to stand out is with a follow-up postcard to remind them that they need to visit to get their \$50 in gas. Use a message such as, "This is your last notice to stop by and take a test drive to receive your \$50 gas certificate." This will invoke the fear of loss and push many potential customers over the edge and drive them to your dealership.

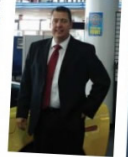
Compound the effect of your gas mailer and last-chance postcard with a voice broadcast. Use a voice mail broadcast while your sale is going on to remind them not to miss out. Use a simple pre-recorded phone message asking them to come to your dealership and take a test drive and pick up their \$50 gas certificate and tells them of the specials you have going on. There is no way for you to lose with a properly planned and implemented gas mailer campaign.

The bottom line is you have to make sure that you get ups on your lot who can buy, and that is why you need to make sure your lists are less than 24 hours old and are targeted to the criteria you can sell. When the market is hard, we must be more aggressive to make sure we get our share; ask yourself if you are doing what you need to do, or are you just standing by?

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With gas prices over \$4 a gallon regardless of what I was doing my marketing efforts were losing their catch and my ROI was on weeks ago to see if they could help turn things around and boy have they! Jimmy suggested I try out their new Get Tanked mailer that offers my customers a \$50 gas voucher just for test driving one of our vehicles (with no extra expense to us) and so far I have been seeing close to a 4% response which gives my sales reps an opportunity to do their job and sell product. My staff is pumped and our marketing ROI has skyrocketed with us seeing deals make as much as 5 or 6 grand a copy!



Clint Rainer  
General Sales Manager  
Bill Heard Chevrolet  
Union City, GA

"With the economy the way it is to be honest I wasn't sure if anything was going to work the same as it did in days past but I was wrong as Jimmy Peters has proven to me once again my advertising company to give a boost to my monthly sales."



Robert S. Cook  
General Sales Manager  
Brewbaker Motors  
Montgomery, AL

The get tanked mailer I did with Jimmy gave me a tremendous response as well as great gross per copy. I ran \$4218 a copy and had a 2% show ratio. Thank You"



Barney Lopez  
General Sales Manager  
Cloverleaf Chrysler Dodge Jeep  
Decatur, AL

"WOW!!! Get Tanked mailer has delivered great success and significantly better-than-ever GROSSES to our dealership. My market is a tough one, but GET TANKED MAILER brings in quality traffic that gets SOLD. I recommend it for your next direct sales event."



Michael Mancano  
General Manager  
Honda City  
Chicago, IL

