

GAINING GROUND THROUGH CONQUEST MARKETING

Grow your market share and add new VINs to your DMS.

Learn how Rock Hill Toyota grew its unique customer base and increased local brand awareness generating more than **\$16.6k in gross income**.

CHALLENGE

Rock Hill Toyota is a new and used car dealership in South Carolina and a proud member of the reputable Group 1 Automotive. With a desire to grow their business and increase local brand awareness, Rock Hill Toyota challenged themselves to increase their ROI and to grow a larger unique customer base.

The dealership reached out to GSM for help in crafting an effective conquest strategy that would grow recognition for Rock Hill Toyota and help expand their market share.

HOW WE HELPED

GSM's atomDirect, proved to be the optimal program for Rock Hill Toyota because it enables dealerships to send highly-targeted messages to multiple segments with specific offers based on their loyalty to your service department.

atomDirect's relevant and personalized communications enabled the dealership to reengage defecting customers in their DMS, and to grab the attention of customers with no dealership history. Reengaging defecting customers is critical for improving service retention by increasing multiple, consecutive visits to a dealership's service bay.

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GSM's conquest mail program is a great way to increase RO count and service market share. It's the tool we needed to generate business from customers that have never visited our dealership.

- Mike Reidy

Service and Parts Director, Rock Hill Toyota

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The automotive marketing people.

VIEW CASE STUDY ONLINE
<https://bit.ly/2voeYFC>

SOLUTIONS USED

Rock Hill Toyota increased their ROI, response rates, and reached unique customer segments via mail and email. To grab consumers' attention and truly stand out in the mailbox, the dealership used GSM's high-converting neon postcards. Emails functioned as service reminders for the dealership's defecting customers.

- **Neon postcards** (atomDirect) were 'dealerized', establishing brand image and increasing local awareness. Known VIN suppression guaranteed that the dealership was not double-paying for names and ensured the reach of unique prospects.
- **Emails** helped remind multiple segments to come in for service, particularly defecting customers.

RESULTS

Emails and attention-grabbing neon mailers were sent for a total of 60 days, generating:



5%

RESPONSE
RATE OF
BRAND NEW
CUSTOMERS



73

NEW VINS
ADDED TO
THEIR DMS



\$16.6k+

INCREASE IN
GROSS REVENUE



The automotive marketing people.

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The neon postcards really stand out in the customers' mail boxes and allow our Service Advisors to quickly identify different customer segments based on color coding.

- Mike Reidy

Service and Parts Director, Rock Hill
Toyota

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