

## MLS Loyalty Plus

# 2017

## Powersport Integrated Retention Marketing Strategy



Establish Goals

Design Measurable Programs

Focus on Marketing Improvement

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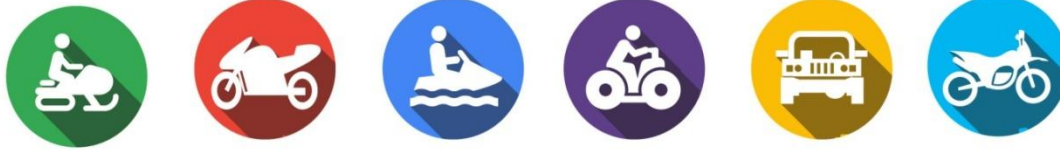
MARKETING LOYALTY SOLUTIONS

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## Loyalty Plus by Marketing Loyalty Solutions Inc.

With over 20 years experience in both the Automotive and Powersports industries MLS used industry experts with their in house team of software developers to create a loyalty product based on the unique requirements of Powersports Dealers and their customers.

Through our experience and close relationships with our customers, Marketing Loyalty Solutions Inc. has created program options suited to the growing Powersports Industry.

With endorsed programs by OEM's, such as BRP, accredited dealers can save more on their advertising dollars.

MLS programs support dealerships with industry leading relationships including Arctic Cat, BRP, Eton, Honda, KTM, Polaris and Suzuki and many more.

### In this guide...

You will learn the what, and the why, answers to the steps that are involved in creating the Loyalty Plus Retention marketing strategy any why it's so effective.

You will also see how we help your customers remain satisfied by gaining their trust and confidence in your professionalism. As you know satisfied customers tend to spend more, cost less and make valuable references to new potential customers.

You will see how a retention marketing strategy can be so important to your bottom line.



## Why Use Direct Mail?

Because media format has a deep influence on customer engagement with your brands and your advertising messages we choose the most effective media.

DIRECT MAIL offers a personal, sensory experience that triggers consumer emotions and action, while maximizing attention and recall.

\*In a recent 2016 first ever Neuro-Marketing study, Direct Mail held participant attention for 118% longer and stimulated 29% higher brand recall than digital advertising.

It's personal, tangible and interactive, invoking multiple sensory experiences.



Campaigns with mail drove market share growth with 3 times the efficiency of Campaigns without mail. (Royal Mail, Private Life of Mail, 2015)

There is no better channel to employ than Direct Mail to ensure your campaign receives the highest delivery rate to your intended audience?



## Personalization Grabs Your Customers Attention!

There is a very good reason why all Loyalty Plus cards are personalized with your customers Name and the Model they purchased from you.

We have all been conditioned since our birth to respond to our names when called. I was at a family gathering on a nice summer day out in the country with a few brothers and some cousins, my wife walked by behind us and jokingly yelled out my last name, “hey Neveu” she shouted”, It was so funny because we all had the same last name and we all turned around at the same time, only to see her laughing at all of us!

When your customers receive Personalized Loyalty Plus cards, they break through the clutter arousing your customers’ attention.



Seeing the Powersport model they purchased on the card also increases their attention intensity and gets them to the WOW factor.

The dealer is now Top of Mind and your customer is beginning to gain confidence with his decision to have purchased from you. Customers know also that mail is not free.

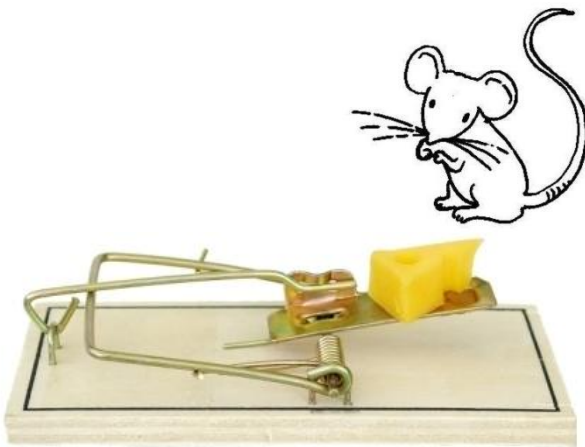
Next the message needs an emotional trigger that will motivate them to follow your call to action.



It's Emotion That Drives Consumers' Feelings and Ultimately, Their Actions.

Planned events can create conditions that trigger actions once that condition is met.

Let's look at this example



1. The Goal – to catch a mouse
2. Method used – a mouse trap
3. Incentive – Cheddar cheese
4. Arousal – Location Placement
5. Analyze – Has goal been achieved
6. Follow up – Leave a few more around in case there are others.

In the scenario above the incentive (cheese) and the location (where last seen) is what will attract the mouses' attention. If the mouse never sees it then the desired goal cannot happen. If it's not motivated by the incentive then there's no reason to take action.

Now, I am not saying that catching a mouse is similar to catching a customer however; it does clearly show that setting a condition in place for an action to occur is more likely to make that action happen than without it.

If you want your customer to keep you Top of Mind, you need to keep your customer Top of Mind!



Your Customer Needs to Feel Emotionally Engaged With Your Offer to Take Action

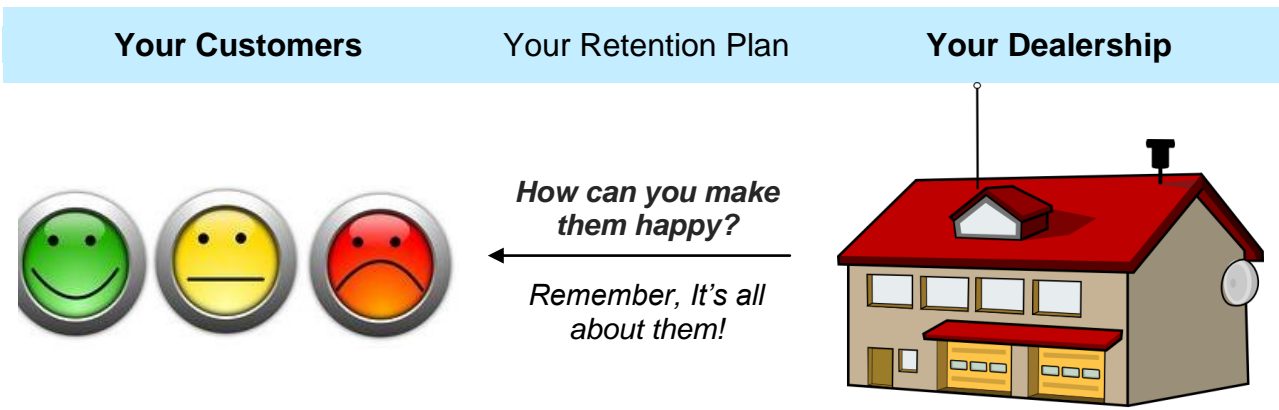
The advantage of generating a revenue stream with retention marketing compared to revenue from acquiring new customers is that you already own the customer. They have already shown their confidence and trust in you.

Keeping or losing them to competition will be in part dependent upon the retention marketing strategy you employ in order to keep them engaged over their lifecycle of ownership

Successful customer retention always starts with the first contact a dealer has with a customer and then continues throughout the entire lifetime of that relationship.

Research clearly shows that the top 20% of a business' customers accounts for 80% of the profits! Sound familiar?

With the time, money and effort it requires, new customers are an **investment** and will provide you ongoing royalties as long as you don't cash in that **investment**.



When customers see your marketing messages, what is their emotional reaction?





## Put Yourself in Your Customers Shoes!

We personalize each card relevant to each customer and their purchase. No two cards are the same. The image quickly creates an emotional attachment with your customer.

Imagine Jeff purchases an ATV and a month later he receives a “Thank You Card” from his dealer in the mail shown below.

Do you think Jeff will be motivated to read the dealers message?



Developing loyal customers starts by understanding their needs. Over time their customer experience will include the need for parts, service, rental, and storage and eventually a replacement unit.





## Personalized Direct Mail Engages Your Customers

Your customers' initial purchase was only the beginning.

- The Loyalty Plus program engages your customers using 12 personalized relevant and timely messages over a 3 year period.
- Each touch creates the condition needed in order for your customer to become motivated and respond to your call to action.
- Imagine if each customer made one extra service call and one additional PAC purchase this year!

You cannot develop customer loyalty overnight; but you can begin the process.

- Do you want to increase Accessory Sales?
- Do you want to drive them in for Service Calls?
- Do you want feedback for you NPS/CSI survey?
- Do you want to remind them of their Warranty Obligations?
- Do you offer Storage?
- Do you want to invite them to an Open House Event?

The incentives are limitless however remember that the idea is to create the most favourable condition for your customers that triggers the motivation needed to respond to your call to action.

Click on one of the links below links below to view a sample card series.

[Can-AM ATV](#)

[Can-AM Spider](#)

[Can-Am SSV](#)

[Ski-Doo](#)

[Sea-Doo](#)



## MLS Integrated Marketing Begins In Your Mailbox

Integrated Direct Mail and Email combined elicit 118% more attention (time spent) than single-media digital campaigns.

\*Integrated direct mail and email campaigns mitigate email fatigue by bringing up to 8% more arousal and up to 4% more motivation to the second media exposure

\*Integrated direct mail and digital campaigns trigger 5% more emotional intensity (arousal) than single-media digital campaigns.

Integrated Direct Mail and Email combined elicit 39% more attention than single-media digital campaigns.

Integrated Marketing?

Direct mail marketing and e-mail marketing are two of the most powerful advertising techniques. Of course, both methods have benefits and setbacks. However, you can't deny the fact that they are the most budget-friendly marketing strategies.



The longer the attention is kept, the greater the motivation raises to take action





## The Loyalty Plus Program Features

Loyalty Plus is a three year program including a hassle free software application with no installation and no interruption to your flow of business.

Year One	Year Two	Year Three
Personalized Thank you Letter	Anniversary of Purchase Card	Anniversary of Purchase Card
Personalized Maintenance Reminder	Maintenance Reminder	End of Season Reminder with or without Appreciation Coupon
End of Season Reminder with or without Appreciation Coupon	End of Season Reminder with or without Appreciation Coupon	Maintenance Reminder
Seasonal Greeting Card	Seasonal Greeting Card	Seasonal Greeting Card
Your customers receive 12 touches in total over a 3 year period. 4 per Year.		

At Marketing Loyalty Solutions, we're committed to helping Dealers understand how best to leverage direct mail – both on its own and as part of an integrated marketing strategy that maximizes consumer impact and increases Dealer ROI.

Thanks for taking the time to go through this.

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Call me directly with any questions or to get started. Danny: 514-831-7932

