Loyalty Plus Powersport Retention Marketing Program

Includes:

* 12 Direct Mail Touches Over a 3 Year Period - Cards are personalized with the customer's name as well as the model they purchased.
* 4 Touches per year / 3 Years - Each touch brings your dealership back Top of Mind to your customers.

First:

* A Thank You Card - This welcomes your new customer into your dealership family. It thanks them for their purchase and acknowledges your appreciation. It reminds them that you will stay in touch and inform them when maintenance is due. It also offers them a referral incentive should they refer a new buyer to you.(optional)

Next card is based on the service requirements of the unit purchased:

* Seasonal Maintenance Reminder Card - This card reminds your customer that you are the one stop shop for all their needs. It brings your dealership back top of mind with your customers an shows that you want to ensure that their experience is a hassle free one and suggests that your customer call your dealership to book their maintenance appointment. It can also offer an incentive on the card if you wish to increase the response rate to an offer.

(For example: A pizza incentive of, "30% Off", as compared to "2 for 1 pizza" will surely draw different response rates)

3rd Card is also based on the service requirements of the unit purchased:

* Seasonal Maintenance Reminder Card - This card reminds your customer that you are the one stop shop for all their needs. It brings your dealership back top of mind with your customers an shows that you want to ensure that their experience is a hassle free one and suggests that your customer call your dealership to book their maintenance appointment. It can also offer an incentive on the card if you wish to increase the response rate to an offer.

The 4th card is the Happy Holliday Wishes card -

* Happy Holidays! - This is a great card that not only brings your dealership back top of mind but, shows your customer that that made the right choice with your dealership. Nothing says I care like a nice Holiday Season Card!

Note: for the 2nd and 3rd year the Thank You card is replaced with an Anniversary of the product card. This is a great card to offer PAC / PG&A specials

Here is the best part: It's only 25.92 per customer for the complete 3 year Program!

This includes:

* The Personalized Customization of each card to include not only the customers first name but, also the model they purchased.
* The printing of each personalized card on an oversized, 12 point, glossy postcard
* The stamp for each card is included
* The delivery of each card to customer mailbox is included
* AND, No personnel from your dealership is required after registration

Cost breakdown for BRP Dealers:

* $25.92 for complete 3 year program
* 50/50 Co-op pre-approved for BRP Dealers
* Cost to Dealer after co-op - 12.96 per customer
* That's $4.32 per year / per customer for the complete program listed above!

Who else can you hire that would send on your behalf 4 personalized cards per year to your customers at a cost of $4.32?

"Postage, Print, Data Management & Delivery, All Included!

Join the over 400 Powersport Dealers Reaping the Rewards of Customer Retention!

To inquire call: 1-866-757-0750 or email: dannyn@marketingloyalty.com