

IF YOUR DOORS ARE OPEN YOU SHOULD BE ADVERTISING

AUTOMOTIVE LEARNING CENTER

HERE IS WHY:

1. PEOPLE SHOP ALL THE TIME -

You're not advertising to a standing army. You're advertising to a passing parade. If you want a bigger share of the consumer market, you have to educate your customers about you're services.

2. PEOPLE MOVE -

As much as 25% of your market is mobile each year. Each time a household moves, you have a chance to educate and motive the new consumer. Here at Mudlick Mail we buy our mailing lists fresh from the post office every month!

3. PEOPLE FORGET -

How many advertising impressions do you remember from yesterday, not counting your own or your competitor's? You get impressions from the television, billboards, newspaper, radio just to name a few...you get 1000's of impressions each day. This is why it is a great idea to remind the customer with direct mail, who you are and what services you provide.

4. PEOPLE OFTEN TAKE THEIR TIME BEFORE BUYING -

Most people are impulse buyers except when it comes to larger purchases (car repairs) – It is your job to keep yourself out in front of the consumer throughout the buying cycle.

5. TO ESTABLISH AN EQUITY POSITION IN THE CONSUMER COMMUNITY -

The objective is this "Get into a consumer's brain and you'll get into his/her bank account. You must consistently expose your name, location and unique selling proposition (what is unique about your business) to your community.

WHEN IT COMES TO EFFECTIVE ADVERTISING, YOU MUST THINK LONG TERM -

At a minimum, local advertisers should have a long term flexible budget. Also be able to show a unique selling proposition about your company. Finally have a commitment to a long term advertising plan. At Mudlick Mail, we specialize in direct mail (solo mail) for the auto service industry.



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MAIL**

THE AUTOMOTIVE DIRECT MAIL EXPERTS