

WHY USE DIRECT MAIL?

AUTOMOTIVE LEARNING CENTER

Did you know that Automotive Direct Mail is one of the most commonly read types of direct mail? It's true! An article by DM News cites a survey showing that 73% of automotive service buyers respond to automotive direct mail.

Above any other, direct mail is flexible. This tactic can support almost any kind of marketing objective. No matter if it is a service reminder to an existing customer or a programmed strategy for potential buyers, this marketing tactic will provide good results.

All of your customers get mail! However, not all read the newspaper, listen to the radio, or see your commercials on TV. No other form of advertising lets you target the right customer like Automotive Direct Mail.

We know that how you spend your advertising dollars is important. So let us help you by showing you how the right Automotive Direct Mail Campaign can increase your traffic and help you sell more service.

Do you feel like you're throwing away good money on your Newspaper, TV/Cable, and Radio ads? Did you know that newspaper readership has gone down more than 68% in the last 10 years and that the average reader's age is 63?

Direct mail can adapt to your budget, thus it can simply be scaled up or down depending upon your marketing and budgetary needs. Furthermore, direct mail is measurable, which is critical in any marketing plans.

Don't spend another dime on mass market media advertising. Use only targeted direct mail advertising which will directly target to your store's market area.

Please give the Mudlick Mail Company a call at (770) 861-4493 to learn more about our successful direct mail program.



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MAIL**

THE AUTOMOTIVE DIRECT MAIL EXPERTS