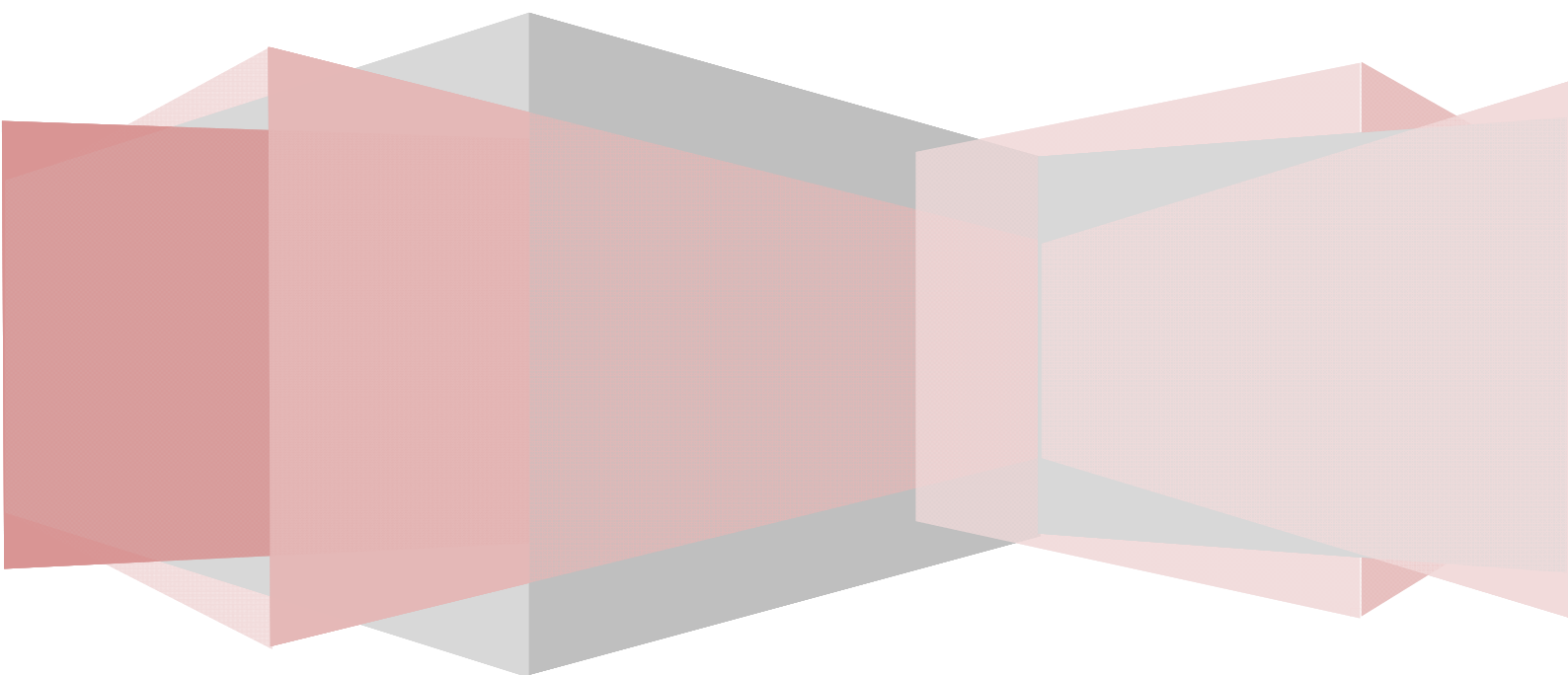




Email Marketing Case Study: Meade Auto Group



Navigating the Recession Using the Internet.....Effectively

In this report you will learn:

How a car dealership in the US using a single email campaign achieved a return on investment over 11 times greater than their goal, bringing in \$155,851.42 more than expected.



Outcome

Meade auto achieved a ROI (Return on Investment) of 3417%. This was over 11 times their goal of 300%. From one email campaign they generated sales of \$175,851.42. It is worth mentioning that just 291 of the 3,390 people who were sent emails in this campaign generated \$175k in revenue.

Background

The Meade Auto Group is a leading car dealer in the US with a proven record of success in sales, and customer satisfaction. With over thirty-eight years of experience, they remain one of the most successful automotive retailers in the state of Detroit.

Prior to this campaign Email marketing was an unexplored avenue for Meade Auto. They were keen to try new tools to create awareness and sell cars.

What happened?

Meade targeted those contacts with whom a clear business relationship had been created in the past. That included either people who had at one time or another bought, or had expressed interest in a car at the dealership or that were familiar with the Meade name.

This generated a list of 3,390 email addresses. After consultation an email campaign was designed that addressed the needs and interests of the list.

Using a **reliable email service** the campaign was launched and lasted for 45 days.

These are the Email Statistics for the campaign:

	Goal	Actual
Total Subscribers	3390	3390
Read %	848 (25%)	1290 (38.1%)
Click %	170 (5%)	461 (13.6%)
Number of Conversions	34 (1%)	291 (8.6%)
Conversion Rates (% of clicks that converted to a sale)	20%	63.1%
Sales	\$20,000	\$175,851.42
ROI	300%	3417%

*Many positive mentions were received from customers on the convenience of email to keep them informed.

How they Did it?

- Meade Auto group were proactive in embracing new tools to generate revenue. In this case they used an existing tool (email) in a more effective way
- They focused on *targeted leads*. By concentrating on people who either had a relationship with Meade or were aware of them. A response rate as high as this would have been less likely if their contact list was 'cold'. Different strategies would have been necessary.
- They used a *consistent message* and branding in their campaign. They made it easy for their prospects to say yes.
- They used a *reliable email service* that delivered their campaign and allowed them to track who had opened emails and clicked on their links.

Look out for future reports from Safeserve as we explore how to best use the internet to promote your business.