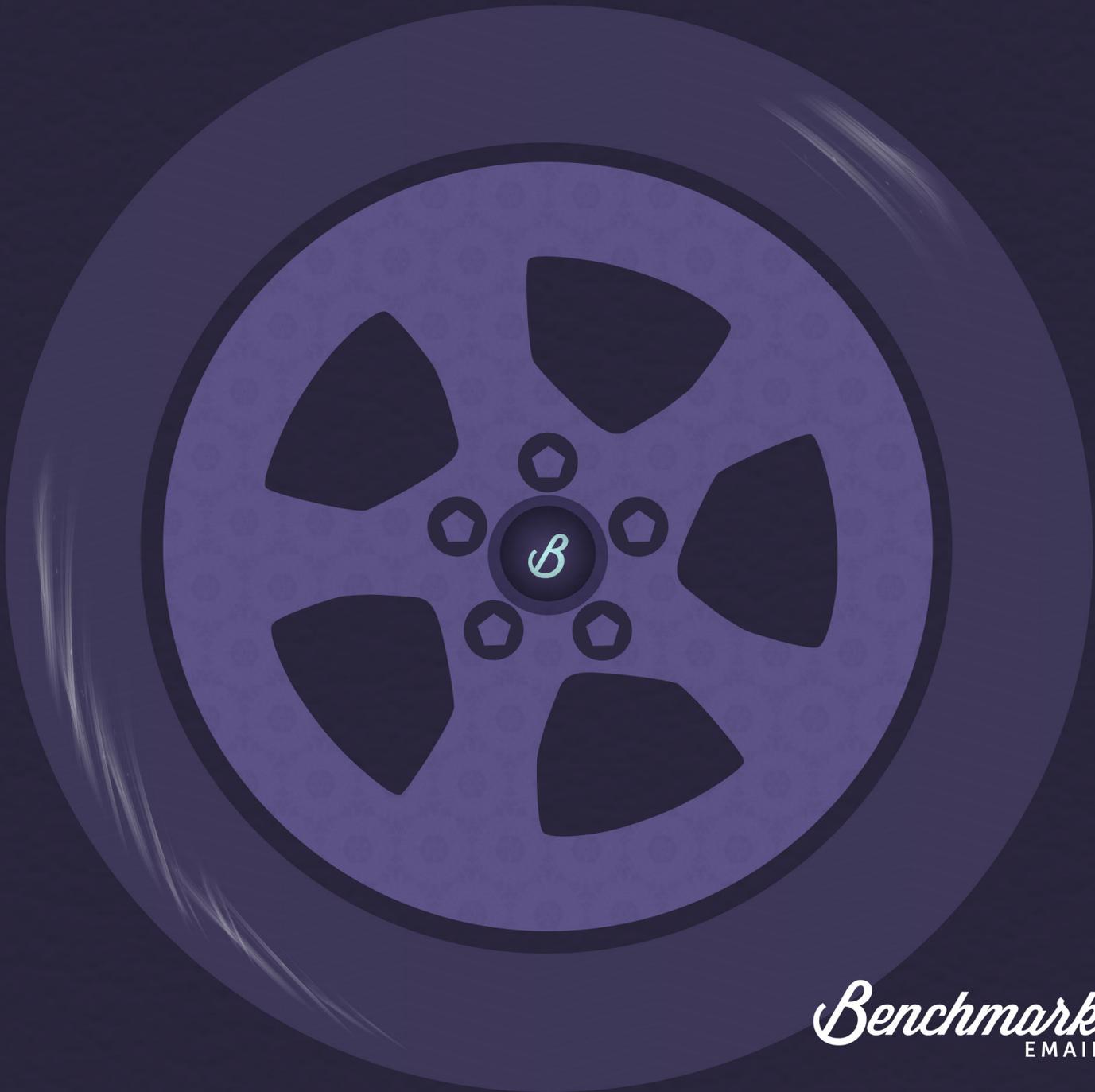


AUTOMOTIVE  
REPAIR *MARKETING*



*Benchmark*  
EMAIL

# AUTOMOTIVE REPAIR *MARKETING*

## FOREWORD

*“The expectations of life depend upon diligence; the mechanic that would perfect his work must first sharpen his tools.” - Confucius*

It has been said the troubles suffered by the car industry within the last few years were the best thing that could have happened to the automotive repair services industry. As new car sales fell precipitously, more motorists chose to keep older cars on the road for longer, creating growth opportunities for mechanic and car maintenance industries like yours.

While it may be the case that more motorists are choosing to maintain rather than buy new, the basic essence of the automotive repair industry remains extremely competitive. Many urban and suburban areas and industrial parks in the United States are inundated with auto repair facilities, each jockeying to attract more business than its neighbor. The conventional Yellow Page ad or the newspaper coupon for discounted services no longer suffices as the sole mode of attracting motorists to your business. As many drivers migrate to a fully mobile lifestyle - guided by smartphone and similar web-enabled devices - the most effective way to make an impact on these prospects is by implementing a thorough and effective campaign of email and social media marketing.

Whether your automotive repair business is a tiny motorcycle and powersports mechanical service storefront or an expansive state of the art multi-bay facility reliant on a major chain's nationwide recognition factor, email marketing is your number one most cost-effective marketing method. A 2009 survey conducted by the Direct Marketing Association of America showed the return on investment (ROI) for each dollar invested in email marketing yielded an impressive \$43.62 return. This rate cannot be matched by any other marketing approach.

Unfortunately, an overwhelming number of automotive repair businesses are not currently engaged in email marketing and consequently missing out on a powerful means of attracting customers and obtaining repeat business. More than eight out of every ten automotive repair facilities do not participate in email marketing - leaving the field wide open for the less than twenty percent who do. A scant 18 percent of auto repair business owners are utilizing email marketing and reaching the burgeoning demographic of consumers who prefer to be primarily reached via email.

If you are among the minority embracing the advantages of email marketing, this guide can help you fine-tune your campaign for maximum efficiency. If you have not yet begun promoting your auto repair business through email marketing, then this guide should certainly convince you of the significant profitability available at your fingertips.

- Curt Keller  
CEO  
Benchmark Email

## ► Introduction

This guide, Automotive Repair Marketing: Fixing & Tuning Up Your Email Campaigns, was designed to provide an analysis of the current state of the art practices in email marketing in order to benefit online promotional efforts of auto repair business owners and managers. The conclusions in this guide should help members of the industry to:

- Understand how to structure and execute an [email marketing campaign](#) to attract new customers while maintaining the loyalty of current customers
- Confront the considerable challenges of maintaining strict adherence to the stringent legislation and self-regulation standards of the auto repair industry
- Interpret relevant facts and figures to gain perspective on the effectiveness of various strategies implemented by other auto repair facility business owners and managers across the U.S.A.
- Obtain maximum benefits from email marketing campaigns through participation in an email marketing solution specifically tailored to your auto repair business

The information contained in this guide was selected from a recent series of prominent statistical studies surveying managers and owners of automotive repair facilities across the United States and Canada, from single-person garages to the large chain operations. The Automotive Repair Email Marketing Survey section contains data retrieved by this effort.

The primary intention of this guide is to offer a sequence of queries every auto repair business should be asking of its present participatory stake in email marketing campaigns; additionally, this guide serves to indicate potential strategies for boosting effectiveness of any current email marketing practices. Through a comprehensive survey of the current conditions and best practices in [email marketing](#) among automotive repair facilities, the guide aims to convey its thorough analysis on the performance of this marketing approach, as well as to supply objective and achievable solutions for email marketing within the auto repair industry.

## ► Background

Auto repair owners and managers are perceived to have remained reliant upon conventional marketing modes, such as newspaper ads and Yellow Page listings. This perception proves true: Though 11% of all automotive repair businesses claim plans to engage in future online marketing promotions, only 18% are currently promoting their businesses via email marketing. Seventy percent of the surveyed do not participate in email marketing at this time and surprisingly state that they have no plans to do so in the future.

The savvy owners and managers of automotive repair facilities successfully managing email marketing campaigns discover that, in most cases, it becomes their promotional method of choice. These automotive service business owners and managers determine that a foremost priority is the task of collecting as many email addresses as possible (with clearly specified permission to be placed on the list). This collection is generally achieved through these separate vectors:

- At the service counter
- At car shows
- At racing events
- At concert events
- At sports events
- Through parades and other municipal & social events

- By sponsoring little league and other local teams
- Via website signup page
- From collaborative local businesses such as parts stores

Many participating automotive repair businesses are discovering that proper email and [social media marketing](#) is not a one-to-many broadcast like more traditional forms of newspaper, radio and television advertising. Online promotion should take the form of a loosely structured one-to-one conversation in order to engage the customers and achieve maximum marketing effectiveness. According to Chris & Erika Ester Guarino at the Internet marketing services agency Cybertegic, it is vital for automotive repair businesses “to be more engaged when employing a social media marketing campaign. Being more engaged means offering news, feedback, and engaging in conversations that may or may not be about your brand.”

It is indisputable that the 18% of automotive repair businesses who are currently active in email marketing campaigns gain considerable competitive advantage, able to access a significantly larger demographic base than companies still mired in conventional media. Advertising has made a clear turn to email and social media marketing, an approach that should be carefully considered by the owner or manager of every automotive service, maintenance and repair facility.

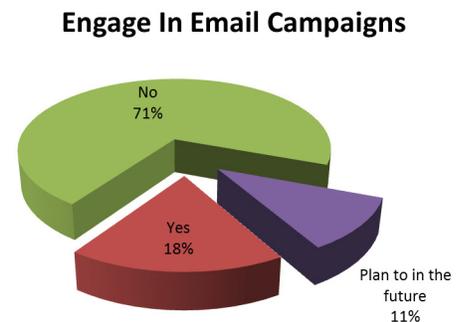
## ▶ Automotive Repair Email Marketing Statistics

This aggregate of statistical information was derived from recent published statistics from leading major industry sources and official surveys. This data was correlated with the answers received as a result of direct questioning automotive repair facility owners and managers.

### Automotive Repair Businesses that Engage in Email Marketing

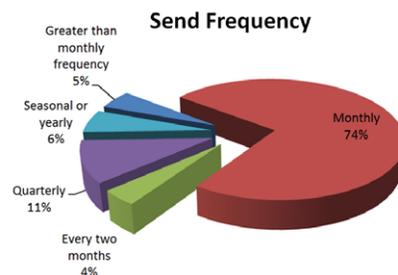
All of the statistics shown following this graphic were gathered from automotive repair businesses within the U.S. and Canada presently reporting to engage in email marketing.

Only 18% report to be currently utilizing email marketing campaigns as a business strategy; however, 11% of automotive repair business owners and managers report awareness of a need to utilize email campaigns in future marketing practices. Several reasons exist as to why the industry majority has not embraced email marketing. First, many small, independent auto repair businesses do not believe themselves to be properly equipped to implement a successful email marketing campaign; nor do they think they have the critical mass of clientele necessitating such a campaign. Second, many business units have not been exposed to the essence of what email marketing campaigns are or how they can be beneficial to automotive repair businesses of any size.



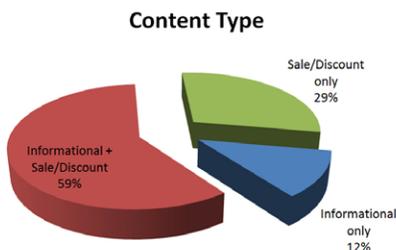
## Automotive Repair Sending Frequency

Seventy-four percent of all automotive repair [email newsletters](#) and other content are issued monthly. This near three-quarter percentage of the total email marketing makes up the lion's share of sends. Only 5% of businesses surveyed reported utilizing email marketing more frequently than on a monthly basis, while 21% reported less frequency: 4% sent out marketing materials every two months, while 11% reported quarterly frequency rates and 6% seasonal or yearly sends.



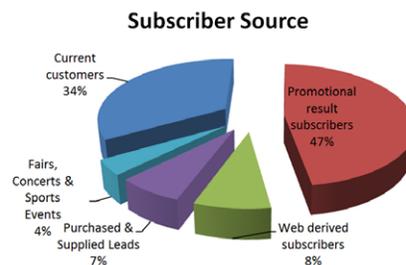
## Automotive Repair Content Type

Fifty-nine percent of automotive repair emails intend to hybridize business information with sales alerts and exclusive discounts or vouchers. Informational emails accounted for only 12% of all emails and offers while 29% of emails contained no informational material but offered only sales and discount offers.



## How Automotive Repair Businesses Obtain Email Subscribers

These survey results convey that automotive repair businesses report smaller percentages of current customers on their lists than is superficially evident. Approximately 33% of their subscribers are individuals who have physically visited the facility, while 47 are subscribers enrolled through online promotions. The Web accounted for 8% of the subscription list entries, while 7% were purchased or supplied by leads. Public events accounted for 4% of subscriptions.



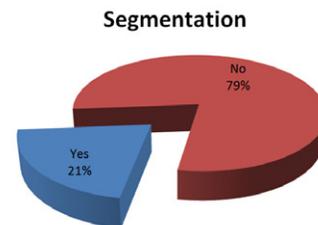
## Typical Automotive Repair Email Subscriber List Size

The automotive repair industry is divided between large chain or franchise operations and small, local and fully independent motor vehicle service, maintenance and repair facilities. Forty-seven percent of all subscriber lists have less than 500 entries, while the remaining 53% report larger lists: 28% have 500 to 1,000 subscribers; 8%, 1,000 to 3,000; 6%, 3,000 to 5,000; 11%, more than 5,000 (indicative of levels reached by national chain operations).



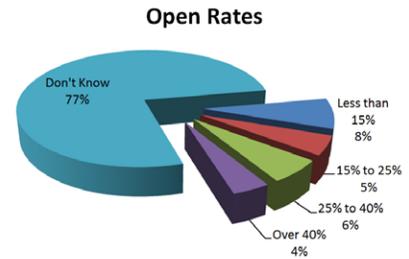
## Automotive Repair List Segments

Only 21% of auto repair companies utilize the marketing benefits of segmenting their email subscriber lists. Email Open Rates for Automotive Repair Campaigns

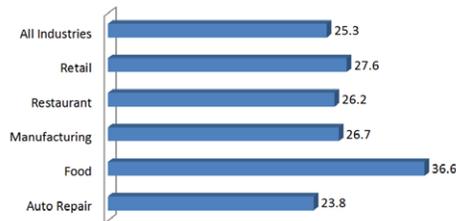


## Email Open Rates for Automotive Repair Campaigns

Many automotive repair businesses do not track their [email open rates](#). Only 23% of all automotive repair business owners or managers review open rates, illuminating growth opportunities for individual automotive repair businesses. Of the facilities tracking this important metric, 4% reported their opens to be more than 40 percent; 6% declared the open rate at 25 to 40 percent; 5% reported 15 to 25 percent and 8% had less than 15 percent of their emails opened.



Industry Open Rates



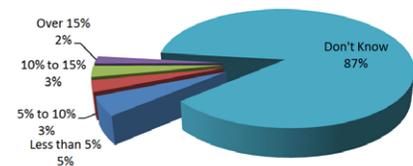
### Versus Industry Open Rates

The open rates claimed by automotive repair businesses (23.8%) fall below average rates reported by other major industry sectors.

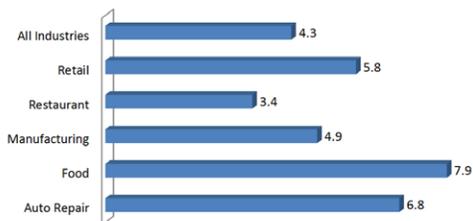
## Automotive Repair Subscriber Click-Through Rates

The click-through rate (CTR) of any rich text email can be easily tracked. Monitoring open rates is fundamental to the formula for calculating CTRs as well as a quick way to jumpstart your business's email marketing campaign. Without the CTR and open rates, it is not possible to evaluate the effectiveness of your email marketing campaign. And yet only a mere 13% of surveyed automotive repair businesses knew their CTR metrics. Two percent claimed their CTR was above 15 percent, while 3% stated 10 to 15 percent CTR; 3% stated a 5 to 10 percent CTR; and 5% reported a CTR lower than 5 percent.

Click-Through Rates



Industry Click-Through Rates



### Versus Industry Click-Through Rates

The CTR of automotive repair businesses skews above the average of other industry sectors.

## ► Individual Automotive Repair Email Marketing Approaches

Approaches to email marketing vary with each individual automotive repair facility. Many factors must be taken under consideration, from geography and size to the individual preferences of the business owners and managers.

### Promote with Service Specials

Rodney Carter, general manager of Jeff Wyler Toyota in Clarksville, Indiana states that out of his many marketing options, email campaigns are "cheaper, so every month we'll send out service specials, whether it be oil change coupons,

'winterize your car' or for a 150-point inspection." He adds that his business employs 15 salespeople, four of whom are solely dedicated to [online marketing](#). "The young generation – the X and the Y – they don't read newspapers," stated Mr. Carter. "If I want to build my business in the future, I have to market it to those people."

## Strengthen Brand Awareness, Relationships, Trust & Loyalty

Jim Trenary, owner of the Jim Trenary Automotive Group in St. Louis, Missouri, has an annual advertising budget of close to one million dollars, but lately has been "shifting funds out of radio" and into online marketing for his overall operations - including his service departments. According to DMG Auto Sales & Service in Quakertown, Pennsylvania, "informative email newsletters, emails and other awareness, contribute to branding, strengthen relationships, encourage trust and cement loyalty."

## Engage Socially but Mind the Fundamentals

President Rob Mudd of Mudd Advertising warns that, while online marketing is powerful, it must be part of a comprehensive and careful strategy when it comes to promoting an automotive service business. "Don't be misled by the word interactive," Mr. Mudd explained. "If that interactivity is not shored up by good retail messaging, all you will have at the end of the day are a lot of useless 'cookie' crumbs. It's not about the toys, but the creative content and messaging that come with them."



## Turn Away from Dying Mediums

Todd Swickard, CEO of consultant group Newstart, says many automotive businesses "have increased that amount [spent on email marketing] to be equal to or above their traditional advertising." Rob Anderson, President of Focus, Inc., speaks directly to automotive repair facility owners and managers about the turn from conventional advertising media toward online marketing. "You must look at audience shifts and dying mediums," Mr. Anderson said. "They certainly exist, and many automotive businesses are still participating in them. Find out from your customers where they get their entertainment and editorial content. You may find it is the Internet."

## ▶ Automotive Repair Email Marketing Goals

Whether you operate a suburban independent oil change facility or a major truck stop repair business working on massive diesel trucks, your [email marketing strategy](#) should be tailored to bring business to your location by attracting new motorists as well as entertaining and informing your current clientele and encouraging repeat business.

### Short Term Goals:

Comprehensive, professionally executed email marketing campaigns can produce these types of results within the short term:

- Customer participation
- Increased up-sell and maintenance
- Expanded online presence and authority
- Facility recognition
- Same-quarter sales
- Word of mouth

## Long Term Goals:

Over time, automotive repair businesses enacting a professional, fully-fledged email marketing campaign will produce:

- Facility loyalty
- Increased competitive advantage
- More traffic for a broader range of service and repair work
- Increased cooperation from suppliers and related business components
- Online authority translating to local market leadership
- Year-on-year sales



A consummate email campaign will boost your business' bottom line and requires time and effort on behalf of the business owner. When you determine that the time is right to launch an all-encompassing email marketing campaign, make sure to consider the following points.



## Implementation

Conventional advertising generates minor liability so long as the advertisement's claims are met. Email marketing presents new challenges. Two primary regulatory structures must be satisfied: Industry self-regulatory standards as well as federal and state laws.

## Compliance

Applicable legislation states that specific and particular approval must be gathered from the subscriber, and that approval must be permanently stored on your systems for future audit before any customer can be placed on your email newsletter subscription list. Penalties for not following these guidelines can be severe.

## CAN-SPAM Must Be Respected

Federal [CAN-SPAM](#) regulations precisely detail the definition of proper approval by a customer to receive your emails. In strict legal terms, CAN-SPAM is basically "opt-out legislation," enforcing the right of any consumer to be taken off your list at their request. Email marketing best practices preempt potential legal action by mandating that clear and unequivocal permission be obtained from each prospective subscriber prior to adding them to the list. The violation of CAN-SPAM legislation is a very serious charge and carries heavy pecuniary penalties for each individual violation.

## Unsubscription Facilitation

If a subscriber wishes to remove their subscription, your business is required to supply a readily available, easy to use and absolutely effective process to that end. Each request to unsubscribe must be honored fully and immediately, as federal legislation unequivocally penalizes violators.

## Bouncing Email Management

When an email cannot be properly delivered it is typically returned through a Mailer Daemon function. Emails return as either soft or hard bounces: Both types need to be taken seriously. Resending emails to an address previously resulting in a hard bounce may damage your online reputation, as future emails may be interpreted by ISPs as having been sent by a spamming organization.

## Privacy Policy

It can be tempting to visit a competing auto repair facility's website and simply copy and paste their privacy policy for your own use. The lack of a personalized and fully relevant privacy policy can create severe legal problems. Always consult your automotive repair business attorney and have them draft up a policy specific to your business for online use.



## Properly Segment the List

Your customer base drives everything from luxury vehicles to rusty "beaters," and understanding the profound differences between your clients is an important tool for segmenting email lists for your automotive repair business. [Email segmentation](#) allows you to stratify your subscriber list according to the vehicle, the likely type of service a subscriber desires and by an additional wealth of demographic, psychographic, lifecycle and behavior patterns. By performing this sort of analysis and developing specifically targeted content for each strata, you will more accurately appeal to the individual subscriber's needs for services and turn them into satisfied, repeat customers.

## Keep Testing the Content

Set aside your "gut" feeling of what might appeal to particular segments of your subscription list. Instead, engage in a series of what is known as A/B tests. These tests devise content to appeal to particular strata on your list, testing samples for response review. Continual A/B testing finely hones marketing appeal and maximizes positive responses - leading to additional sales.

## Obtain the Customer's Data

No consumer appreciates divulging large amounts of personal data unless it is absolutely necessary, but a fine balance must be achieved in soliciting as much of this information as possible without losing a prospect. Put a potential subscriber at ease about why you are collecting that information. Stress that their data will be kept secure and never be sold or bartered to third parties. As you are able to build up your customer information database, you will find that your segmentation efforts will lead to consistently more accurate results.

## Analyze Customer Behavior Patterns

Open and click-through rates are a good indicator of a customer's general behavior when they receive your emails. Some don't open your emails at all, and it is advisable to prune these names from your list. Others open and read your emails, but never follow through with an action (known as a click-through). These subscribers are actually being reached by your emails and should remain on the list. Another set of customers may not click through to your [landing page](#) but are likely to call you from the side of the road when they have a mechanical breakdown. Lastly, there are the customers who both habitually read and click



through to your landing pages. These are the conventionally most desirable prospects. Much can be learned from these behaviors, and your content can be focused and your list further segmented to appeal more strongly to each of these types.

## Good Email Practices

There are a wide variety of industry standard practices that should be integrated into all of your email campaigns. Subject lines need to be finely crafted to ensure the customer is incentivized to open your email and read it. It is also recommended that multiple landing pages be implemented to dovetail with your segmentation and A/B testing efforts.

## Email Metrics

Statistical data indicates that nearly nine of ten automotive repair business owners and managers are not aware of their click-through rate, and more than three-quarters do not track their open rates. Engaging in email campaigns while failing to track important [email metrics](#) is a very basic and elementary error, and denies your business access to a wide range of factors that can be utilized to improve sales. Reviewing your main metrics of open rates and CTRs as they progress over at least a year will help you spot ways to improve your conversion rates significantly.

## ► Benchmark as Your Automotive Repair Business' Email Marketing Solution

### Overhaul Your Email Campaign Engine Quickly & Easily

You can team up your auto repair business with the respected industry experts at Benchmark Email to efficiently and affordably reach your motoring prospects. Benchmark Email is one of the most successful providers of email marketing services, trusted by well over 73,000 enthusiastic users. Based on the years of experience catering to the needs of automotive repair businesses such as yours, Benchmark Email is offering an exclusive and comprehensive [Automobile Repair Email Marketing Solution](#) which ensures that your uniquely integrated email and social media promotions are fully tuned up to deliver the highest possible MPG - Money, Profit, Gain!

Return on Investment is a key metric of any email marketing campaign and innate to Benchmark Email's powerful DIY online solution for auto repair businesses. Combining an easy to use interface accessible right from your own web browser with the most extensive email marketing and social networking features available anywhere, our industry-standard capabilities will benefit your auto repair business at a remarkably affordable cost. It's Rolls Royce Phaeton value at a Tata Nano price: Take Benchmark Email's proprietary solution for a spin around the block today!

### Or Let Benchmark Email's Top Marketing Mechanics Do the Job for You

The wise auto repair manager knows when to delegate tasks to skilled and trusted personnel: Consider adopting a hands-free approach to your email marketing campaigns by tasking your email marketing to the master messaging mechanics at Benchmark Email. Take advantage of the comprehensive and powerful [We Do It for You Full Service Email Marketing](#), and allow our seasoned professionals to act as your own personal online communications concierges. You provide your subscription list, along with a description of what you want to publicize in your campaign, and our consummate experts will roll up their sleeves and get your campaign on the road!

The email and social media marketing and communications professionals at Benchmark Email leverage the most technologically advanced processes available to drive your campaign's success right to the finish line. Through our

custom-fitted templates featuring exciting and relevant graphics, your marketing campaign can be properly displayed on everything from a giant computer monitor to a mobile device screen. Benchmark's Real-Time Email Reports provide a clear and simple bird's eye view of all relevant current and historical performance metrics, so you can make effective determinations of how your campaign is progressing every single step of the way. The promotional support team ensures that your business will be prominently featured on the most popular social networks by providing a spectrum of placements and facilitations, including publishing your timely newsletter links on your own Twitter account.

Benchmark Email's communications and promotional experts will manage every phase of up to two separate email marketing campaigns for you. If you wish to run additional campaigns at the same time, service is available for a nominal fee. The impressive range of their capabilities covers every step of your campaign, including uploading and segmenting your subscription list to your precise specifications and enabling auto-respond functions to provide virtually instant replies to your customers around the clock. Through the setup of customer feedback channels, Benchmark can compile an extensive customer survey as well as define and compose custom-tailored polls that provide you with the customer insight you need to focus your marketing efforts.



The monthly cost of this exclusive Benchmark Email service specifically for automotive repair businesses is available for far less than the cost of the motor oil needed to fill the crankcase of a Dodge Ram Cummins engine! Combine this surprising economy with unparalleled performance and you'll be sure to win the race against your competition.

## ► Industry Standard Features

Whether you select Benchmark Email's Do It Yourself or the We Do It for You service, your automotive repair business can benefit from these powerful features:



**Advanced Message Scheduling** - Your email communications can be scheduled at your convenience and can be sent out at any time in the future, at the time and date preferred by your subscribers. By applying sophisticated [autoresponders](#), Benchmark Email empowers you to create "drip campaigns" by scheduling a series of countdown timers. These timers can coincide with particular events such as the date of the first subscription, renewal dates, scheduled maintenance for the vehicle, your customer's birthday or any other anniversary.

**Complete Video Integration** – Benchmark Email features a special video email process ensuring a wide range of video productions of any length dealing with your automotive repair business' latest events, specials, technical bulletins and other informational content can be successfully delivered to your subscribers while keeping file sizes to an absolute minimum.

**Contact List Management** – As your subscriber list grows, it can become difficult to keep each entry up-to-date. Benchmark Email's list management tools assist you in the tasks of expanding, segmenting and cleaning up your subscriber lists so that you can specify groupings based on a series of demographic, behavioral and lifecycle qualifications.

**Creating & Focusing Campaigns** – In a competitive field like automotive repair, your business must promote itself the highest possible efficiency. Benchmark Email offers services with such advanced and elevated flexibility, capability and professionalism that any form or extent of email campaigning can be within your grasp.

**Delivery Assurance** – Over the years, Benchmark Email has nurtured successful relationships with all major ISPs in order to ensure that our delivery rate is unmatched by any other [email service provider](#). This reciprocity is founded by Benchmark Email's commitment to strict adherence in email marketing practices and implementation of extensive anti-spam precautions.

**Expertise & Technology** – The sophistication of Benchmark Email's technological infrastructure facilitates complete control over every phase of your campaign. This technical mastery ensures any form of email - from video to HTML to plain text - will be swiftly and securely delivered to your subscriber's inbox. With the technological complexities of today's vehicles effectively ending the age of the shade tree mechanic, these forms of advanced content can provide a vivid means to inform and educate your customers.

**Full Tracking Reports Incorporating Visual Graphs** - Benchmark Email's extensive email tracking reports provide an easy to comprehend graphic depiction of your campaign's results. Each statistical grouping is described in easy to understand language without resorting to complicated industry jargon. You'll be able to understand exactly how your campaign is performing at first glance.

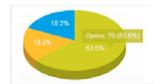
#### Email Tracking And Reporting

Get real-time updates on your email campaigns

Nothing is more maddening than having to wait for results. Thanks to our real-time tracking and reporting tools, you'll see open rates, click-throughs, bounces and more exactly when they happen. Compare campaigns side-by-side, check out your online survey answers, and even view who forwarded emails to friends with our sophisticated, robust email tracking and reporting tools.

#### Track your Opens, Clicks and Bounces

See email opens, clicked-on links and customer activity as it happens. See which emails bounced and make notes on which emails to take off your list for next time. Watch who forwarded emails to their friends, colleagues, family and more. Track who unsubscribed so you can get a jump start on growing your list to make up for lost subscribers.



**High Volume Plans** – Every size of automotive repair business receives our most advanced and successful features and services, including even the smallest shops. Should you require more than 150,000 emails per month, our [High Volume Sender Plans](#) offer an array of elevated performance capabilities precisely suited to your high traffic sends.

**Polls & Surveys** - Benchmark Email's advanced surveying and polling methods are state of the art among email service providers today. These tools allow you to focus your campaign according to the reactions of your customers and prospects. By assembling a custom range of subscriber participation forms, your automotive repair business' marketing goals can be achieved with precision and tact.

**Social Media Tools** – Leverage your social networking strategies for subscription list building to the maximum extent! Benchmark Email can provide up-to-the-minute social network integration on major sites like Twitter and Facebook to ensure your promotional message will be shared and “Liked” among the social circles and cliques of your subscription customers.

**Templates** – Benchmark Email prides itself on offering hundreds of extremely specialized [email templates](#) readily customizable to precisely represent any auto repair business' promotional requirements. The graphics and programming experts at Benchmark Email can modify any of these templates to ensure a perfect fit, and even create a personalized template for your exclusive utilization.

## ▶ **Benchmark Email Understands Your Automotive Repair Business**

To achieve maximum efficiency in an automotive repair email and social marketing campaign, it's necessary to consider a wide range of factors far beyond the year, make, model and service history of a customer's vehicle. At Benchmark Email, we know that the automotive repair fluctuates seasonally, especially in the northern climes thanks to those busy rush times necessitated by the first snowfall. Even in the southern latitudes, seasons exert powerful impact on automotive repair businesses as extreme heat creates a need for working coolant systems and related repair opportunities.

Benchmark Email possesses a wealth of professional experience in harmonizing email marketing campaigns to perfectly suit your auto repair facility's seasonality and inherent business cycles that dictate the promotional methodologies of your subscriber email address collection process:

- Aftermarket concurrent promotions
- Car races
- Car show booths
- Community involvement and volunteering
- Concert, sports and other mass events
- Educational outreach to high schools and tech colleges
- Holiday promotions
- Local and regional promotions
- Package service offers
- Promoting word of mouth
- Referral enhancements
- Supplier co-ops
- Sweepstakes and contests
- Teaching basic car maintenance courses
- Team sponsorships
- Trade show booths



## ▶ Results

A few sales-related benefits experienced by businesses that implement the premium level Benchmark Email Automotive Repair package of services include:

- Cost / Benefit analysis
- Ease of information exchange
- Full service option provision
- Professional liaison
- Quick launch
- Scalability
- Sustainability

## ▶ Examine How Your Automotive Repair Business Can Profit from Benchmark Email's Services

By offering a matched pair of service packages specifically designed to meet the needs of your automotive repair business, Benchmark Email can put into action a series of functions that will boost the effectiveness and reach of your email campaigns. Choose the option best suited to your time and budget: The Do It Yourself package is fully featured, flexible and extremely capable; the We Do It for You services encompass everything necessary for email marketing campaign success by placing it in the capable hands of professional and experienced email marketing concierges.

Ready to finally overhaul that tired old clunker of an email campaign? Benchmark Email's [Automotive Repair Business Email Marketing Service](#) has the best set of tools, guided by the skilled and experienced marketing mechanics. Contact them today and find out how to make your marketing purr.

## ▶ About Benchmark Email

Take powerful features by the dozen, sophisticated list management, hundreds of email templates, ultra-precise reports and dazzling email and video email. Now, package all that together for an extremely affordable price. Sound appealing? That's us.

There's a reason – or 100 – that more than 73,000 users trust us with their email marketing campaigns. With a second-to-none feature set, headache-free tools that make every campaign a snap and extremely reasonable price plans, we're the email marketing service for businesses of all shapes and sizes.

At Benchmark, we're more than email marketing experts, we're innovators. Our main aim is to perfect our email marketing service, but we also follow social networking, search engine optimization (SEO) and Web 2.0 just so our 100% Web-based software is completely compatible with the ever-changing Internet world.

No other service gives you this robust, standard range of features for just \$9.95 a month to start. Find out for yourself by enrolling in our free, 30 day trial at [www.benchmarkemail.com/register](http://www.benchmarkemail.com/register).

## CONTACT US

### ▶ Contact Benchmark Email

We welcome your feedback and would love to talk with you about your email marketing needs. Please contact us at the addresses below.

**Website:** <http://www.benchmarkemail.com/>

**Call:** 800.430.4095

**Email:** [sales@benchmarkemail.com](mailto:sales@benchmarkemail.com)