

Adventure SUV Web-to-print Case Study

Vertical Market: Automotive industry

Business Objective: To acquire new customers and increase service orders and to ensure brand consistency across multiple dealerships and assist them in their marketing efforts.

Services Provided: Web-to-print, online ordering, printing, copying and promotional products

Challenge

Adventure SUV is a sport utility vehicle manufacturer with dealers throughout the country. The company was late to market with their new vehicle and wanted to help its dealers as much as possible to jump start sales. They also wanted to ensure consistent messaging about their brand.

Solution

To help Adventure SUV and its dealers quickly market their vehicles while also managing their brand, we worked with them to build an online catalog that could be accessed 24/7. The catalog allowed the dealers quick access to administrative items, sales and marketing tools, service department tools, logo wear and other items. The online catalog ensured brand consistency and made it easy for each dealer to market, sell and service the vehicles to Adventure SUV's standards and expectations.

The online catalog contained four categories: Stationery Items, Dealer Sales and Marketing Tools, Service Department Tools, and Action Gear. Most of the items available under each category were ones that could easily be customized by the dealership. For instance, business cards, stationery, and forms were basically designed as templates with blank areas that the user would fill-in online to customize with their unique information.

Because our Web-to-print system is completely customizable to meet specific user needs, access to the system and what each user is able to view and order is also customized for each user. Some items in the catalog were only available to specific users based on their log in. For example, although the catalog included both 2-color and 4-color business card templates, a service technician logging in may only be able to view and order his/her cards in 2-color, while a salesperson or manager who logged in only saw the 4-color option for ordering.

When selecting a marketing postcard to mail, dealers can select from a choice of images for the front of the postcard and text for the back, which would essentially change the direct mail offer. We were able to combine the power of databases with variable data printing to help dealers and their salespeople target specific customers and prospects based on information known about them, such as the car model they last purchased. This was a real help to both the salesperson and the service department when it came to communicating things such as service reminders and recalls. The benefit of this advanced use of customized one-to-one communication was that it allowed Adventure SUV corporate to control their brand but give flexibility to their dealers in their direct mail marketing efforts.

Some of the items in the catalog were already printed and just shipped to each dealer location when ordered, such as basic forms and banner signs. We were also able to work with Adventure SUV to select and purchase branded logo items for them which we store and ship to their employees when ordered.

Results

Adventure SUV has integrated this system into their own internal intranet making it easily available to all of their dealers and designated personnel. Because the system has an intuitive, easy to use interface, all users were trained in just a ½ hour Webinar. Feedback from the field has been so positive that the company continues to add and update items frequently to align with their current advertising and marketing campaigns.

Adventure SUV is able to view real-time reports showing data such as what each location is ordering and which items are more frequently ordered than others. They have seen a 10% increase in sales since launching this site, which they believe is due to the ability for their dealers to easily implement marketing programs. In addition, their dealers are able to obtain reports specific to their location such as cost center reports so they can better manage their budgets. Dealers have reported that their printing and mailing costs have decreased by about 30%.