

Example Car Business

Marketing Strategies

Database

Overview

Your perfect target market is your previous customers. These people know the business, they trust the business and they know where the business is.

The vast, vast majority of your previous customers will buy from you again if you offer them something of value.

A database of your previous customers would be a huge asset to the business.

Solution

Purchase ACT! relationship management database.

Import all customers into database (from MYOB and from other records).

Commence ongoing system to gather contact details of all customers, prospects and others.

Develop "Booking sheet" and "Contact sheet" for each customer – they fill in their name, address, e-mail (providing permission to receive email updates), etc and sign a disclaimer whilst the car is being worked on. Provides not only the information for subsequent quality customer care, but also takes care of legal issues to an extent.

Cost

ACT! database	-----	\$xxx
Set up & training (6 hours)	-----	\$xxx
Development of booking & contact sheets (x100 each)	-----	\$xxx
Data entry (if required)	-----	\$xxx

Recommendation rating

Absolutely critical.