

MAILER:

U-J Chevrolet

OBJECTIVE:

U-J Chevrolet faced the challenge of driving incremental foot traffic into the showroom during limited time promotional events. The Spring Event focused primarily on attracting male potential truck buyers into the showroom to test drive vehicles.

SOLUTION:

eTargetMedia implemented a highly effective, targeted email marketing campaign segmenting an audience of male prospects age 25-54 in a geo-targeted radius around the showroom. We had considered a number of factors for market segmentation, including: Truck owners, truck interest, boat owners, outdoor interest, hunting/fishing, professions in which a truck may prove useful, and other related qualifiers in order to present the offer in front of the most responsive audience.

OUTCOME:

The email marketing initiative resulted in significantly above industry average open and click through rates. Furthermore, the client reported upwards of 200 visitors to the event as a result of our campaign and subsequently returned for continuation usage with an additional 6 months worth of new email campaigns in the media plan.

TAKE A TEST DRIVE AND GET A FREE 100-POINT SUMMER SAFETY INSPECTION!

U-J CHEVROLET






**SILVERADO
EXTENDED CAB**
FROM **\$17,995**
With \$6,000 Cash
Back or 0% APR
for 72 Months!



Better fuel economy than
Ford F150, Dodge Ram
or Toyota Tundra
Most dependable,
longest-lasting full-size
pickups on the road

TAHOE
FROM **\$27,995**
With \$4,000 Cash
Back or 0% APR
for 60 Months!
SAVE \$10,000!!



Better fuel economy than
Ford Expedition,
Nissan Armada
or Toyota Sequoia
Room for 8 adults
and all the gear

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