

# Case Study

## EagleView

**Client:** John Eagle Lincoln Mercury Isuzu  
**Publication:** *EagleView*  
**Audience:** Lincoln, Mercury and Isuzu owners  
**Frequency:** Quarterly  
**Launch Date:** 1997  
**Circulation:** 28,000 per quarter  
**Specifications:** 8 pages, 4-color with perforated service coupons  
**Cost per copy:** 89¢ per copy mailed

### Newsletter Challenge

How does a business get the word out to the community that major changes are about to take shape? In 1996, when John Eagle Lincoln Mercury demolished their outdated dealership and built a state-of-the-art facility nearby, they had high expectations of going from the bottom of the stack of local Lincoln Mercury dealers to the best in town. A new image was needed, and it was going to take some creative marketing to reposition the company within the community.

Enter *EagleView*, the quarterly newsletter mailed to Lincoln, Mercury and Isuzu owners in key zip codes surrounding the dealership — regardless of where customers purchased their car. The dealership is surrounded by the most affluent neighborhoods in Dallas, so *EagleView* featured not only the dealership's latest news, but local activities revolving around the arts, dining, and community events. And, to drive traffic into the dealership, service coupons were offered on the back cover of the newsletter.

### Results

During the years *EagleView* was mailed, billable service hours grew from 100 hours per day to as high as 300 hours per day as a direct result of the coupons redeemed from *EagleView*. Service coupon redemption ranged from 2% to 5%, depending on the vehicle brand. Repair orders from coupon redemption averaged \$100,000 per quarter.



### Client Feedback

"The best part of a customer newsletter versus other direct mail is it gives customers a reason to hang on to the mailer. With generic coupon mailers there's no reason customers want to keep those mailers around. The newsletter is so much more than just a coupon offer. Our customers frequently go out of their way to tell us they enjoy receiving *EagleView*."

—John Keith, Parts & Service Director



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