

Case Study

Saab Discoveries

Client: Saab Cars, USA
Publication: *Saab Discoveries*
Audience: Saab owners and prospects
Frequency: Quarterly
Launch Date: 1995
Circulation: Average 1,000 copies per dealer, per issue
Specifications: 4-page, 4-color with 1-1/2 customized pages
Cost per copy: 55¢ per copy

Newsletter Challenge

How does an automotive manufacturer maintain quality control and consistency in individual dealer, direct mail offers? Saab Cars, USA found answers with **The Newsletter Company**. For a price comparable to what they were spending on black, ink jet, coupon mailers, dealers now reach their customers with a colorful four-page newsletter. Each dealer version provides seamless branding for the Saab product line and includes one and a half pages promoting the individual dealership with seasonal sales and service incentives as well as logos, maps, contact information and dealership news. Gone are the days of targeting loyal customers with generic service flyers that lack high-caliber branding.

Results

Saab Discoveries has been a win-win-win scenario for Saab Cars, USA and individual Saab dealers as well as Saab customers.

The newsletter provides:

- Saab Cars, USA with increased quality control in dealership direct mail and maintains the corporate branding message
- Saab dealers an opportunity to generate ROI figures 10-50 times the cost of one newsletter issue, and does it with a colorful, professionally produced marketing mailer at an affordable cost
- Saab owners and prospects with consistent communication by providing well-written editorials about Saab sales, service, safety, design and engineering



Client Feedback

Mitchell Saab generated \$79,000 from 247 repair orders when they offered a Preferred Customer Check in *Saab Discoveries*. With a turnkey expense of only \$2,000, the dealership achieved a return of almost 40 times their investment.

Checkpoint Saab mailed 600 *Saab Discoveries* newsletters with a \$24.95 Oil and Filter Change coupon. They averaged \$200 per repair order with a 14.6% customer response. That's more than \$15,000 in additional Saab service revenue and yielded a return of more than 25 times their investment.

Don Mackey Saab offered a 15% Off Brake Pad/Rotor Special and a \$24.95 Oil Change coupon in *Saab Discoveries*. They calculated a 19% customer response and \$26,000 of service revenue from their investment of just over \$500. (52x ROI!)



**The Newsletter
COMPANY**

A Division of McKinley Communications

1-800-828-7198

www.thenewslettercompany.com