



# Producing Results For Only \$100 Per Car Sold

By Joe Miller

A number of dealers have been utilizing automotive advertising catalogs for years as an advertising vehicle. They have come to know that this can be an effective solution to promote all facets of their dealership (new vehicles, factory incentives, secondary finance, service department, pre-owned inventory, etc.), while creating a presence and unique level of recognition that rivals other media choices in their respective marketplace.

These types of programs have been producing results measured by average advertising cost per car sold in the range of \$100 per car sold in their immediate marketing area and less than \$250 per car sold for the entire coverage area!

What is interesting for a comparison is that an 8-page catalog is almost the same image area as two full pages of classified newspaper advertising. This is a lot of real estate when it comes to listing options, accessories, payments and prices for your vehicles. More than 100 cars can go into an 8-page book. What other form of advertising allows you to efficiently display this much content?

Catalog advertising has been utilized by almost every other category of retail.

When you get a catalog in the mail from a specialty retailer that's of interest to you, don't you often set it aside so that you can look at it cover to cover? Your prospects will devour information when they are in the market to buy a car. It's rarely an impulsive decision; much research and shopping will be done (most often, months in advance) before a decision is made. Catalogs will allow you to present every feature and option that's important to set this vehicle and your dealership apart from every other one they may be considering.

A fraction of a percent of the market is shopping for a car each week. These catalogs help to speak to the other 99% as they slowly immerse themselves in the process of car buying. It is a source of information that comes to them to their home and they must make a conscious decision to keep or discard it. This is a valuable impression that you can impart each time the catalog is sent out.

Distribution is more than just sending the catalogs to the local paper or mail house. There are many choices, which need proper analysis before deciding on a final recommendation. Newspapers provide certain readership that is appealing for certain demographics.

Saturation vehicles provide total coverage of all areas selected – most often by selecting specific zip codes. A combination of saturation and selective distribution provides both reach and readership. A good rule of thumb is to look to distribute about 1000 catalogs for every car sold each month.

Pricing for catalog programs vary depending on volume and page count. The most important benefit is this *includes* distribution as well as composition, creative design, media analysis, printing and trucking.

This solution works when the dealer commits to the program. Too often dealers "test" these catalogs and evaluate one or two drops. This is like running one or two full-page ads in the paper and judging a years worth of commitment to the newspaper on those two ads. Dealers that commit not only see better results; they are better able to truly measure the results. Consumers are constantly looking for more convenient ways to do just about everything.

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