



How to double your business with direct mail marketing

Background

Our client had a good auto repair shop business built on a reputation for excellent service. As satisfied customers recommended it to friends, they hired more technicians to meet the increasing demand. But they didn't yet have sufficient car count to keep all of their technicians busy all the time.

The owner realized that more than word-of-mouth would be needed to fuel further growth. He asked UpSwell to analyze the company's situation, identify opportunities, and create a new marketing plan that could reliably boost their car count.

Solution

First, we looked at how the repair shop defined its local market. While they were reaching out to the immediate community, there were untapped opportunities in nearby areas that were underserved by auto repair shops. Adding these new neighborhoods dramatically increased the pool of potential customers.

Then we applied data-driven targeting to get more qualified, higher value leads. Our precisely-targeted mailing list was combined with high-impact postcard design and messaging. The new program produced an auto repair direct mail campaign that blew past all previous results – it doubled the shop's business in the first year.

// **After spending months unsure of what marketing company to use, or what type of marketing to do, I found UpSwell. Literally the single best thing I have ever done for my business. By the first month we were so blown out I had to add two new technicians. My ROI has been astronomical, and business has seen over 100% growth over the last year since starting with Upswell. These claims may sound bold, but I have the numbers to prove it. I will be a customer for a long time!** //

- Nick Jones

Results

78% increase in revenue in year one

1,103 increase in customers

118 increase in average order