

Haydocy Pontiac Buick GMC: Mining Untapped Potential

Haydocy Pontiac Buick GMC is a family-owned dealership in Columbus, Ohio. Since 1954, it's been succeeding on the strength of the old-fashioned values that are the mainstays of family-owned stores everywhere. But Haydocy is not rooted in the past. On the contrary, dealer-principal Chris Haydocy embraced the principles of owner marketing – marketing to your customer base – long ago. When he began using Cobalt's OnStation service at the start of 2007, his aim was to move beyond the basics.

“Every month, OnStation helps us sell more cars and keep our customers in-house.”

~ Chris Haydocy, Dealer Principal
Haydocy Pontiac Buick GMC, Columbus, Ohio

A Hidden Opportunity

“We were using outside firms for direct mail promotions and service reminders – basic stuff,” he explained. “That was fine, but I felt that our customer base held a lot more potential than we were able to tap. When I learned about OnStation, the size and nature of this hidden opportunity became much clearer to me, and I was eager to get started.”

Targeted Campaigns

What OnStation capabilities caught his attention? There were quite a few, said Haydocy, and the ability to target specific groups of customers with specific messages was right at the top. “OnStation has been great at identifying customers who have special value – who haven't been in for a long time, or who are likely to be ready to buy – and finding ways to bring them in.”

Stable, Growing Email List

Another factor in the dealership's success with OnStation was the help OnStation provided in building Haydocy's email list. Before it could get larger, however, it had to get smaller – a lot smaller. As Haydocy explained, “We started with a list of 1000 addresses that we had collected over the years. OnStation scrubbed it and cut it to 200 good addresses. At this point, we embraced a more systematic process of capturing customer information. Today we have 6800

good addresses. Thanks to OnStation's careful management, we have very few opt-outs, and we enjoy a very high deliverability rate.”

Providing Value for Customers

Why do so few customers opt out – i.e., say they don't want to be contacted? Haydocy attributes it partly to the fact that OnStation is careful not to contact customers too often. But it's also a matter of the nature of the campaigns.

“When you're communicating with a small subset of customers, it's much easier to make your communication all about what you can do for them,” Haydocy explained. On top of that, the simple fact that you're approaching them at the right time about an issue that matters to them – the expiration of their lease, say, or an overdue service appointment – causes them to perceive the communication as a service you're providing, not an advertisement.”

Clear Return on Investment

Ultimately, nothing spells success quite like a strong ROI – and that's why the dealership was quick to make OnStation a central part of its promotional efforts. Haydocy likes the fact that there's no real guesswork involved in calculating the return. “Last month, we had 20 customers come in to see us after being away for at least two years,” he said. “They all came in within three weeks of receiving an OnStation email. You might chalk one or two up to coincidence, but it's clear that OnStation brought in the vast majority – and these were customers we might never have seen again.”

Does OnStation lead directly to sales? Yes, and for proof Haydocy points to July, when the dealership made 13 sales to customers who had received an email within the past week. “2007 has not been a very strong year for us, and that's true for a lot of dealers,” he said. “Some are responding by pumping a lot of money into radio, TV, and newspaper advertising. We're actually cutting our advertising and spending more with OnStation. Our existing customers are a known quantity, and OnStation is a sure-fire way to keep them in the fold and maximize their business.”

KEY HIGHLIGHTS

Haydocy Pontiac Buick GMC
Columbus, Ohio



Chris Haydocy
Dealer Principal

COBALT PRODUCTS

- OnStation® Owner Marketing
- Websites 3.0
- PowerSearch CompleteSM

ONSTATION RESULTS – ONE-MONTH SNAPSHOT – JULY 2007

- **12 Sales:** 12 sales were made to customers who had been sent an OnStation email in the previous two weeks; 5 additional sales were made just outside this time frame.
- **910 Click-Thrus to the Website:** 910 customers visited the Haydocy website as a direct result of an OnStation email; of these, 873 viewed new vehicle inventory.
- **\$37K in Repair Orders:** \$37K of RO revenue came from customers who had received an OnStation email in the previous week.
- **\$27K in RO by “Missing” Customers:** \$27K of RO revenue came from customers who had not visited the dealership in the previous 12 months.

JULY OWNER MARKETING RESULTS



Days since Last Service Visit (Return Customers)

	RO\$ Results
365+ days	\$27,511
181 – 365 days	\$12,587
1 – 180 days	\$63,661
Total Service Results	\$103,759

To learn more about how your dealership can benefit from OnStation Owner Marketing, contact The Cobalt Group. Today.

Email sales@cobaltgroup.com or call 800.850.5749.

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