



# Okay Let's Talk Marketing

## You Have The Power To Add Dollars To Your P&L

When developing Automation Premium our prime objective was to provide industry players with not only an efficient financial management tool but also to make available an easy to use marketing gateway that not only retains existing clients but also stimulates new business. Let's face it what asset is a great service centre management application if we have no customers to sell too !! In reality not much value at all !! Hence our commitment over the years to continually offer new and improved tools to market to the most important people in your business—**Your customers !!**

## When We Say "Easy To Use" We Mean "Real Easy"

Okay, let's get down to brass tacks, every business requires a business plan so they fully understand the business objectives and how those objectives are going to be realised. A marketing strategy is without a doubt an important component of that plan. Consideration needs to be given to what activities are more likely to be successful and at what cost. The plan needs to be "two pronged" firstly how do we retain current clients and secondly what strategies will attract new clients to the business.

Microbase can assist you via Automation Premium with both activities. So what should you be doing to ensure you are equipped to take full advantage of the tools available?



**EMAIL ADDRESSES** — Make sure you **ALWAYS** obtain your client's email address in this digital age email is the most cost effect form of marketing.



**CLIENT DETAILS** — Ensure you record your client details correctly address & **MOBILE NUMBER** another powerful marketing tool.

## Ideas From Your Marketing Tool Box



**Booking Reminders:** Decrease your "no shows" by sending an **SMS or email** reminder to clients that have bookings for the next day.



**Thank You:** Use the search features in marketing to create a list of clients services within a date range send them a thank you **SMS, email or letter**.



**Refer Rewards:** Stimulate more business by tracking and rewarding ant client referrers using our simple recording & communication system.



**Service Reminders:** Make sure your services are flagged with a follow on, search for vehicles due for service on a weekly basis communicate via **letter, email or SMS**



**RSA Issues:** Generate a point of difference by providing your client with 6 months roadside assistance. Microbase manages this service on your behalf including client communications and service executions via a 1800 toll free number. Microbase uses an Adelaide based quality assured service provider that ensures clients have 24/7 access



## Our Suite Of Services

**Service Reminders:** Too busy to print and send your own service reminders, no problem Microbase has a cost effective automated mailing service with end of month reporting. **Easy !**

**Enhanced Emails:** Use our enhanced email service that allows you to communicate with clients due for service via **email**, a "call to action" is embedded in the template, selection will transfer the booking directly to your diary screen. **Easy !**

**Roadside Assistance:** Microbase has been in the business of providing roadside assistance to it's clients for almost 20 years. We currently service a fleet of approximately 5,000 vehicles throughout all Australian states. Cover is extremely comprehensive and possibly the most cost effective of any system on offer today. Issue is integrated into Automation making management of covered vehicles—**Easy !**



**Microbase**  
POWERED BY INNOVATION

- Easy
- Helpful
- Human





# Marketing

## An Insight Into Your Marketing World

### Implement & Measure

One of the most powerful factors with any marketing strategy is to create a POD—Point Of Difference. There are a sea of automotive repairers out there doing basically the same thing as you, armed with this knowledge ask yourself the question "Why would a customer choose to do business with me ??". The best response is "Because we do things differently from our competitors".

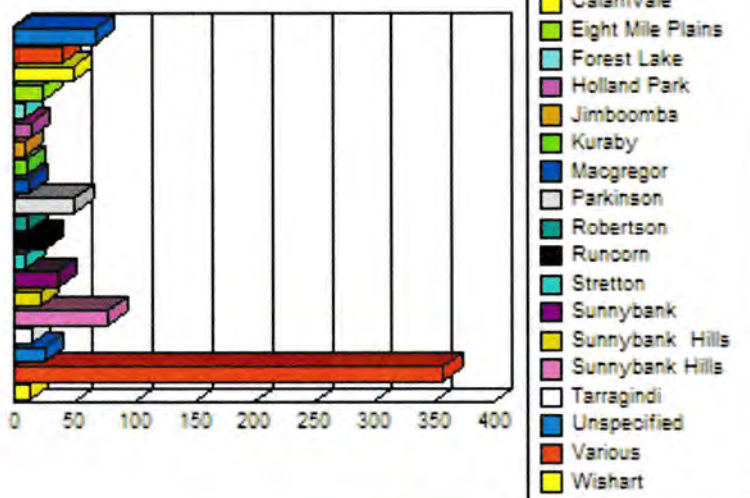
Okay now you accept that a point of difference is going to generate more sales let's look at how Automation Premium can give you that competitive edge you are so desperately seeking.

**Value Your Existing Clients:** Use our marketing function to communicate with your customers SMS is extremely effective, remind them they have a booking, send them an after service thank you message, inform them when their vehicle is ready for pickup, send service reminders—Let Automation show your clients you care—**Easy !**

**Reward Your Clients:** Consider offering clients **roadside assistance** as a "Thank You For The Business" tool, imagine how much repeat business you will generate from this offer, Microbase even reminds the client to contact you if roadside assistance is going to expire. The only way they will get this renewed is to spend money with you.



An added bonus is in case of a breakdown the vehicle is towed back to you—result even more dollars in your till—**Easy !**



#### Promotion Response

21/06/2016

Summary - For the period 16/05/16 to 16/05/16.

Promotion	Jobs	Total Value	Avg. Value	% Total
Major Service Promo / MS	2	\$819.00	\$409.50	20%
Repeat Client / RC	4	\$1,462.60	\$365.65	36%
Yellow Pages / YP	4	\$1,745.60	\$436.40	43%
<b>Total</b>	<b>10</b>	<b>\$4,027.20</b>		

### Measuring Your Results

Automation Premium provides you with a suite of various reports so you can accurately track where your promotional spend is producing results. **Demographic analysis** shows you where your customers are located by suburb. **Promotion response** gives you a breakdown over any period of the total spend from each promotion including a percentage contribution to total sales. **Site Communications**, run this from our central server via Automation to check on mailing activity. The suite of marketing reports on offer will allow you to monitor the success / failure of your activities and fine tune your strategies to achieve the best "bang" for your advertising dollar ! Financially and marketing wise Microbase has you covered—**Easy !**

#### Site Communications Report

21/06/2016

For the period 01/01/16 to 31/03/16.

Client	Ph. Home	Ph. Work	Rego	Make/Model	Points	Service	RSA Expiry	Trans. Date
<b>Service Reminders</b>								
Adrian Burns			397HEQ	Nissan X Trail	3,572	11/03/2016 Major Service	03/03/2011	12/02/2016
Ali Takalou		33755100	721TZU	SUBARU XV	152	02/03/2016 Major Service		12/02/2016
Allison Lyness	37114401		878LEQ	TOYOTA COROLLA	4,275	08/04/2016 Major Service		11/03/2016
All Fit Cabinet Solutions			388VMW	FORD RANGER	220	25/04/2016 Major Service		11/03/2016
Allison Lawrence			493RZN	HOLDEN CAPTIVA	220	14/03/2016 Major Service		12/02/2016



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