

Target Market Promotions Form

(See Next Page for Sample Target Market Promotion and Third Page for Filter Choices)

CRM Agent Name/Phone Extension:

Shop Name:

Contact:

Phone:

Date:

Headline Text (approx. 50 Characters, or 8 Words)

Hint: Have a Great Headline that gets attention and makes the offer sound special and limited. Example:
Celebrate Our 20 Year Anniversary With \$20 Off*

Body Copy (approx. 600 Characters)

Current Default Body Copy: Through the end of {month} receive \$20 discount off any regularly priced service. Take advantage of these discounts by calling {shop phone #} today!

Coupon

Standard Coupon Offer (see next page for example):

Default Standard Coupon: \$20 Off Any Service Over \$100.

Hint: Make a Compelling Offer (10% Off or free Oil Changes are generally not your best bet)

Custom Coupon Graphics are available for \$150 Charge - See Agent For Details

YES NO (Check One)

I would also like to send Target Market Postcards with this Campaign: (Additional fees will apply):

YES NO (Check one)



Manager's Special - \$20 Off Any Service or Repair*



Shop Name Here
14145 Danielson Street
Poway, CA 92064
(858) 391-5000

Hours of Operation:
Monday - Friday 7:00 am - 5:00 pm
Saturday 7:30 am - 4:00 pm
Sunday Closed

We gladly accept your personal check or



Vehicle: 2008 Chevy Malibu
Mileage: 45,072
License: 355ARC

Dear John Doe,

Through the end of January receive a **\$20 discount** on any regular priced service or repair. Take advantage of this special by calling (555)555-5555 today.

To view your vehicle service history online, click this link or copy and paste it into your web browser:
<http://www.OwnerAutoSite.com?AccessCode=DDCCB0W>

Thank you for trusting us with your vehicle(s).

Sincerely,
Shop Manger

Headline Text

Body Text

**\$20 off
Service
* Over \$100**

Plus tax. Expires 12/31/10 Certain restrictions apply.

Standard Coupon

Please print this email and bring it to the service facility.

You are receiving this email as a customer of the above business. If you have received this email in error and/or no longer wish to receive email reminders, [unsubscribe here](#).

Please use the following filter choices to narrow your solicitation list

(check any that apply)

Geography/Zip Codes:

- All
- Specific (If this is your selection, your agent will call to go over your options)

Time Since Last Visit:

- All (excludes last 3 months)
- All (includes last 3 months)
- 6 months (greater than 180 days)
- 9 months (greater than 270 days)
- 12 months (greater than 360 days)
- 15 months (greater than 450 days)
- 18 months (greater than 540 days)

Number of Visits in Last 12 Months:

- All
- 0
- Greater than _____ (specify number of visits)
- Less than _____ (specify number of visits)

Average \$ Spent per Visit:

- All
- Greater than _____ (specify dollar amount)
- Less than _____ (specify dollar amount)

Weeks Since Last Service Reminder or TMP Solicitation:

- All
- Greater than _____ (specify amount of weeks)
- Less than _____ (specify amount of weeks)

Estimated Vehicle Miles:

- All
- Greater than _____ (specify amount of miles)
- Less than _____ (specify amount of miles)

Customer by Vehicle Count

- All
- Equal to or greater than _____ (specify number for vehicles)
- Less than _____ (special number of vehicles)

Customers registered for OAS

- All
- OAS Registered
- OAS Not Registered

Vehicle with State Inspection Date

- All
- Between: start date _____ and End Date _____
- After _____ (specify date)
- Before _____ (specify date)