

Vertical Solution Map – Automotive & Recreational Vehicles

Instructions for use: This map provides an overview of common communication objectives within the Automotive market which can be solved with solutions powered by digital print. For each objective, specific challenges and solutions are identified with links to PODi case studies that illustrate successful implementations.

Service providers should use this sales tool to understand:

- Common challenges within the automotive market
- Solutions that you can build to meet your customer’s needs
- Which case studies will best demonstrate to your customer the power of digital print



Objective/Challenge	Solution	Cases
<p>Increase brand awareness</p> <ul style="list-style-type: none"> ○ Standout from competition ○ Gain consumer attention 	<ul style="list-style-type: none"> ○ Use personalized marketing to gain attention and communicate features of vehicle that will appeal to audience 	<ul style="list-style-type: none"> ○ Lexus ○ Toyota ○ Volvo
<p>Increase sales</p> <ul style="list-style-type: none"> ○ Retain existing customers/encourage repeat business ○ Up-sell/Cross-sell existing customers 	<ul style="list-style-type: none"> ○ Maintain continuous connection with customer with personalized communications ○ Personalize direct marketing to reflect vehicle currently owned or vehicle interested in 	<ul style="list-style-type: none"> ○ Ford Extended Service Plan ○ Ford Lease Expiration Mailers ○ Ford Road Show Follow-Up ○ Polaris

Objective/Challenge	Solution	Cases
<p>Support dealer marketing efforts</p> <ul style="list-style-type: none"> ○ Maintain brand control ○ Ensure professional quality of collateral ○ Make certain car information is up-to-date and accurate ○ Reduce costs of collateral management and fulfillment 	<ul style="list-style-type: none"> ○ Build an online marketing resource center that allows franchises to customize and order collateral while maintaining brand consistency 	<ul style="list-style-type: none"> ○ Bridgestone ○ DaimlerChrysler ○ General Motors ○ Mercury Marine ○ Mitsubishi Fuso Truck ○ The Volvo Group ○ Toyota GB
	<ul style="list-style-type: none"> ○ Develop a direct marketing program that dealers can subscribe to 	<ul style="list-style-type: none"> ○ Ford Finland ○ Ford Variable Postcards ○ General Motors Canada ○ Polaris ○ Saab Germany
<p>Increase dealer participation in sales challenges/events</p>	<ul style="list-style-type: none"> ○ Provide dealers with collateral customized to their needs for the sales event ○ Motivate sales staff with personalized communications about incentive programs including status of points or rewards earned 	<ul style="list-style-type: none"> ○ CARQUEST ○ Volvo Sales Challenge