

PODi CASE STUDY

MITSUBISHI FUSO TRUCK SUPPORTS DEALERS WITH ONLINE MARKETING PORTAL

WORLD-CLASS PERFORMANCE
DELIVERING LOWER COST-OF-OWNERSHIP.



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VERTICAL MARKET: Manufacturing - Automotive

BUSINESS APPLICATION: Collateral Management/Personal & Regional Collateral

BUSINESS OBJECTIVES

Mitsubishi Fuso Truck of America (MFTA) offers diesel-powered, medium-duty cabover trucks through more than 200 dealer locations throughout the United States, Canada, and Puerto Rico.

In preparation for the launch of a new product line, MFTA wanted to create a new web-based marketing portal to replace an existing site which was under-utilized by dealers. The former site was not user-friendly, could only offer generic direct mail postcards, and did not integrate well with MFTA's CRM system. The percentage of dealers using the old site was very small – only about 3% to 5%.

A new online marketing portal was needed that would:

- Provide marketing support to dealers who need to promote themselves in local markets
- Increase the number and types of marketing materials available through the portal
- Increase the percentage of dealers using the marketing portal to 50%
- Automatically distribute new leads to dealers

RESULTS

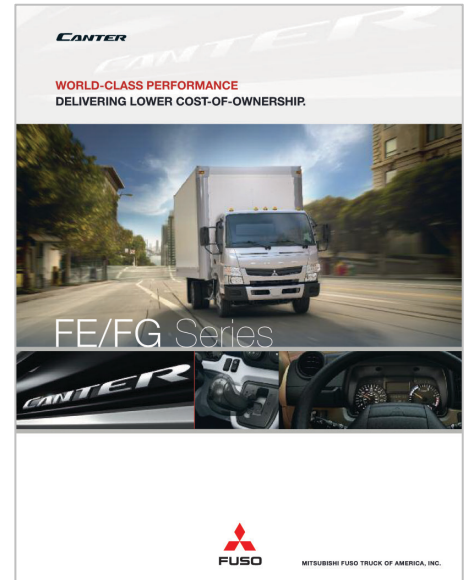
Working with MFTA, The Standard Group developed an online marketing portal, FusoGPS (Guaranteed Prospecting Solution), that now serves as a one-stop shop for dealer marketing support.

- 440+ current users
- 85% of dealerships are using the site
- The new portal supports direct mail, sales collateral and stationery branded and personalized for the local dealership
- Thousands of marketing products are ordered monthly

- Products offered in English and French
- MFTA retains corporate control of branding and print quality
- New solution promotes dealer loyalty & supports dealer recruitment

MARKETING PORTAL

FusoGPS is an online web-to-print portal for customizing and ordering printed collateral, for creating and sending direct mail, and for managing current and prospective sales leads. The portal provides a cost-effective, centralized location where dealers can quickly and easily order approved, corporate branded sales support materials such as truck brochures and specs sheets. This on-demand printing workflow allows the MFTA marketing staff to easily update existing materials and gives them more time to create new materials.



LIST MANAGEMENT

A key requirement of the marketing portal was the ability to distribute a corporate supplied list and leads totaling 1.2 million names to all the dealers. With over 200+ dealers around North America including Canada and Puerto Rico, the system had to automatically assign and distribute lists based on zip code location.

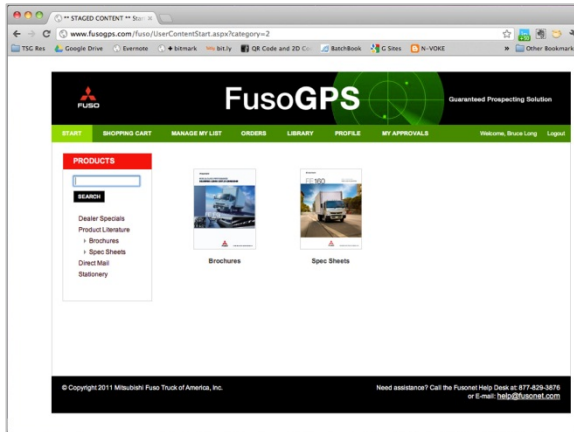
The list sources include conferences and tradeshow, Dun & Bradstreet, and purchased business-to-business lists. The corporate supplied lists are updated monthly. Users can also upload their own lists which are then only made available to that dealer.

In the case of purchased lists FusoGPS will automatically hide certain record information as required by the list company. The system will also track which contacts have already been mailed to, as this affects when and how the contact can be used again.

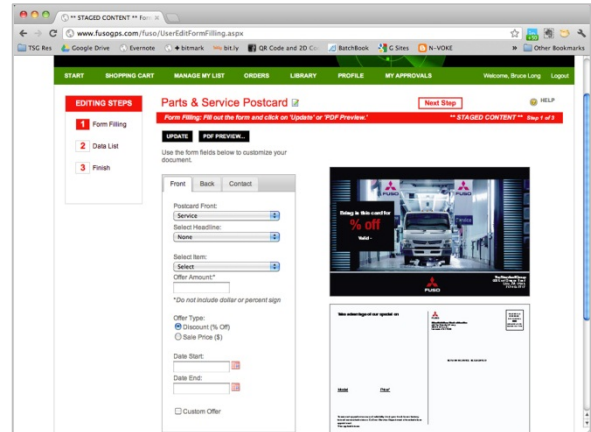
USER INTERFACE

Dealers logging on to FusoGPS can select from a variety of templates including postcards, brochures, spec sheets and stationery. Products

available on the marketing dealership portal are both static and variable. The variable content includes business stationery, brochures, spec sheets and direct mail. Dealers are able to add local contact information including logo, sales photo, map images, facility photos, text and more. English and French versions of marketing collateral are available.



Template selection screen



Customization screen

Direct mail templates allow for the selection of industry-specific creative, headlines, service items, offer amount or date of offer. In addition, the dealer can create a specific customer offer. FusoGPS also enables the management of the mailing list. For corporate supplied lists, dealers can only see the part of the list that is available to them based on geographic territory.

The marketing portal is user-friendly, easy to navigate and provides text directions to help the dealer through the customization and ordering process. Orders are paid for through a combination of advertising co-op dollars and the individual dealers.

DRIVING TRAFFIC

Prior to the development of FusoGPS, MFTA's dealers were surveyed and individual meetings were held with key dealers to get their input on what they were looking for in a marketing portal solution. Dealers were also involved in the testing phase for the portal. This involvement in the development of the portal helped encouraged dealer acceptance and usage of the new tool.

To promote the online marketing portal, FusoGPS was presented at a national sales meeting of MFTA dealers. Sales managers were trained on

how to use the site so that they could walk their dealers through the process. Training was also offered to individual dealers through webinars.

Initially, MFTA offered a promotional discount on print orders to drive traffic to the site.

REASONS FOR SUCCESS

FusoGPS has been a success with very positive responses from dealers. "The feedback has been tremendous. Dealers have found the site to be intuitive, user-friendly, and many of them have gone as far as to say it's one of the best sites of its nature in the industry," says Joshua Tregear, Manager, Marketing Communications, MFTA. "FusoGPS has encouraged dealers to increase the frequency and reach of their communications and ours, within their local markets."

The next improvement for FusoGPS will be the addition of point-of-sale materials. "We don't consider the project to be complete. We think the continued success and continued usage of FusoGPS will be dependent upon content refresh and constant improvements and enhancements to the system," said Michele Turner, Director, Corporate Systems, MFTA. "We look forward to working with The Standard Group to implement these changes and make it a very viable and welcome tool for the dealers and for MFTA."

Best practices learned from this solution:

- **Effectively supporting the marketing needs of dealers improves your competitiveness.** In some cases MFTA dealers represent other truck manufacturers as well. That is why it's truly significant when dealers say that FusoGPS is one the best online marketing portals available in the industry. With an easy-to-use online tool that allows dealers to customize materials for their own local marketing needs, dealers are more apt to market your product and promote your brand.
- **Involve end-users in the development process.** Part of the reason that FusoGPS is such a success is that dealers were involved in defining the needs of the solution and in testing. This buy-in ensured usability of the solution and encouraged ultimate adoption.

CLIENT	Mitsubishi Fuso Truck of America www.mitfuso.com/en-US Headquartered in Logan Township, NJ, Mitsubishi Fuso Truck of America, Inc. (MFTA) is a subsidiary of Mitsubishi Fuso Truck and Bus Corporation, Kawasaki, Japan, an integral part of the Daimler Trucks Division of Daimler AG. With a 25-year heritage in North America, MFTA is focused on delivering trucks with the lowest cost of ownership in their class. Its Class 3-5 diesel-powered, medium-duty cabover trucks are available through more than 200 dealer locations throughout the United States, Canada, and Puerto Rico.
SERVICE PROVIDER	The Standard Group www.standardgroup.com The Standard Group is an integrated communications company that combines industry expertise with best-of-class technology to deliver creative content via new and traditional media. The Standard Group enjoys a rich heritage and tradition of excellence in the print and communications industries as a result of combining five previously-independent companies.
HARDWARE	HP Indigo 7500 – for customized materials Heidelberg CX102 – for static materials
SOFTWARE	Pageflex Storefront and custom development
PPML	Produced using PDF + PPML
TARGET AUDIENCE	Marketing managers, sales managers and owners of truck dealerships in North America including Canada and Puerto Rico
DISTRIBUTION	Thousands of products are ordered monthly
DATE	Launched May 2011