



Marketing Ideas - 1

Designed for Motor Garages

The following marketing idea have been tried and tested, however UK Exhibition accepts no responsibility for your own adoption to your business. Please treat the following as guidance notes:

Feedback: Please email us if you find the below information of great benefit + if you have used the idea, also tell us the results as feedback is paramount to all businesses - [Best of Luck](#)

Motoring Clubs

The following marketing idea is designed to assist small privately owned garages to compete successfully with their larger competitors. Marketing idea is very popular with members of the public as it is easy to enter and the administration is easier to run

The Promotion:

Motor car owners are requested to pay £5 to join a Motorists Discount Club, together with an annual subscription of £20 in return for the following benefits:

- Discount on petrol
- Discount on car servicing, sales, parts and any motoring accessories
- Discount on a wide variety of *goods and services within a radius of 5 miles

*Approach companies to give discounts to your club members, these could be travel agents, second hand car dealers, tyre companies, insurance brokers, super markets, restaurants, bars, and clubs, AA, RAC basically try to negotiate with one supplier of each type of commodity that might prove useful to motorists

Try to be selective in your choice of supplier, think what you would want and then ask your staff and most importantly ask your favourite customers. Suppliers, wholesalers and retailers, will be happy to participate in the scheme as you will be including their name on your list, which means free advertising. As the promotion grows then ask them for donations to remain on the list however give it to them for free in the first year - remember your suppliers and your customers are advertising your club by the membership card

Costs of organising and administering the launch of the Motorists Club will be met from the subscriptions fees, print at least 1,000 leaflets describing the service provided, these will also be the membership forms.

Printed leaflets can be delivered to households within a five mile radius of your garage, your local scouts, newspaper boys would be more than happy to post them for you for a small donation

Avoid windscreen leafleting - One it is illegal and two a waste of time

Local firms should be approached to inform them about the scheme, visit them and give them a copy of the leaflet for displaying on their notice board, this way all their employees have an opportunity to join

Limiting the promotion is of paramount importance, ask your self how much extra work can you take on, is the staff and admin team within your garage trained on all types of cars, will your customer service suffer with the extra burden of new work, Remember when people join the club, they are paying for a service which you are legally bound to provide. If you cannot honour your obligations, you could find yourself being reported to the Office of Fair Trading, this can only damage your already established reputation



Plan carefully, taking into account the size of your premises, the staff, additional machinery and equipment, if you are in fluxed with a sudden membership rush you could inundate your company with work that you cannot cover, you **MUST** be in a position to maintain your high standards of workmanship as long delays will mean customers will become disillusioned with the Motorist Club and they will tell 10 others they tell 10 others and before you know your reputation is shot

Member Identification, each member must be issued with a membership I.D. card, this should show the customers photograph and have a unique number, this allows for computerised records i.e. when they last used the card, what they had done, costs and more importantly personal data for mail shots - Stop: Cards must not be shared with non-members hence the photograph, get this wrong and you are giving discounts to everybody!

The Leaflet

- You will need to amend to meet your own unique circumstances
- Do you want to save money and cut down the costs of servicing and repairs?

JOIN OUR MOTORIST CLUB

- We are offering a 10% discount on all car servicing
- We are offering 10% discount on the price of all accessories within our garage
- We have secured discounts from local businesses (*list them*)
- We are currently negotiating to obtain discounts on new services
- We have a huge list displayed in our garage of all participating firms

Just think about it

The discount offered on only one or two items could reimburse your annual subscription to the club. From then onwards you are customer are in profit.

How do I join?

Complete the coupon attached (you will need to create this) and return it to (your address) together with £25 which includes £5 membership fee and £20 annual fee + Please enclose a passport photograph, this will be used on you unique membership card

The Club is limited

The Motorist Discount Club is limited in numbers, so please join early if you want to avoid disappointment. As a member you will receive top priority in servicing dates + a free valet service

I WISH TO JOIN THE MOTORISTS CLUB

Name.....

Address.....Postcode.....

Telephone numbers.....

I enclose a cheque for £25 to include the enrolment fee of £5 and the annual subscription of £20. I also include a passport photograph for use on my membership card

Members signature.....

Date of Application.....

Tip: Remember when you last had to create a passport photograph, how long did it take? - **Solution:** Purchase a small passport camera and ask the customer to drop in, take the picture and laminate the card at the same time, this impresses them + allows you to ask questions + allows them to have a look at your establishment, make sure the reception is immaculate at all times + add a coffee machine i.e. "Superior Customer Service"