

BRIEF *Fred Anderson* **TOYOTA**
OF ASHEVILLE
ASHEVILLETOYOTA.COM

Fred Anderson Toyota of Asheville is located in Asheville, North Carolina. The region's population increased by 5.3% over the last five years and is projected to increase by 4.1% by 2021. Jobs increased by 10.9% from 2011 to 2016, outpacing the national growth rate by 2.1%.

SITUATION

The challenge in any "boomtown" is making sure that you get your fair share while keeping your existing customer base. Asheville is a unique market. The Designated Market Area (DMA) includes Greenville, Spartanburg and Asheville. These markets are served by television and radio stations located throughout the DMA. However, due to the topography of the area, and the psychographic/demographic makeup of the metros, each market is uniquely different.

Snapshots Market Profiles Multimedia Map



FINDINGS



Because of the distance between markets and the psychographic/demographic makeup residents do not physically cross shop each other's dealerships. To be more successful, Fred Anderson would need to optimize the geography in and around Asheville.

SOLUTION – MAIL OF MEDIA

In addition to strategic Digital and Social marketing, STRONG used every-month direct mail. A lot of dealers make the mistake of mailing the same people every month creating mail fatigue with the recipients. STRONG has its own data group controlling and managing dealers' data into three distinct targets; CUSTOMER, CONQUEST and POTENTIAL. By controlling the data, STRONG is able to create steady measurable traffic where other companies fail.

RESULTS – 2019

