

## IDEAS

### Database Marketing

*Gain perspective – get results!*

It's a fact, the more clearly you understand your customers the more successful and sustainable your marketing efforts will be. With solid information, you can plan, execute, measure and improve customer-centered initiatives that focus on your most promising targets.

Database marketing is a tool that can help to customize your marketing efforts, measure the results of activities and improve customer service. What can database marketing do for you?

- Get to know your customers better
- Evaluate your customers value
- Service your customers better
- Select target-markets for your marketing activities more carefully

Many multi-profit operators have used database marketing to enhance the cross promotions between their quick lube and carwash. Instead of simply giving a carwash discount to quick lube customers, they've timed their offers to expire within a fixed period. The objective of the operator is to increase the frequency of customer visits to the carwash by giving people an incentive to return earlier. The database marketing feature in a computerized cash register system maintains detailed histories of customers that includes information such as:

- The date of their last visit
- The services purchased
- Whether or not they belong to the business's loyalty club.

Using this information, an operator can fine-tune his or her quick lube's advertising and marketing so they're more likely to reach the right customer, with the right message, at the right time.

Gather as much customer information as you can and focus your marketing efforts accordingly. Consider coordinating special promotions (as detailed earlier in this section) using your database, such as free carwashes on a customer's birthday.