

Case study

Email newsletter program

BMW strengthens customer relationships and drives sales through targeted email marketing



Background

In the world of prestige automobiles, exclusivity is a key driver of purchase. Two BMW dealerships in NSW - Sylvania and Canterbury, wanted to leverage this customer insight in order to increase sales at their EXPO sales event.

Permission Communications was asked to create a branded digital communications strategy that would allow BMW to re-enforce the "elite" status of the BMW brand. BMW also wanted to announce the EXPO as a "sneak peek" to the audience and facilitate word of mouth through member-get-member activity.

Objective

- Increase the number of attendees at the BMW sales expo.
- Challenge the way in which BMW customers and prospects are communicated with by leveraging online channels.
- Encourage solicited and unsolicited BMW brand advocacy.

Key Insights

- BMW owners enjoy receiving information about the brand, and cars in general.
- Car owners enjoy the idea of being "first to know" and will spread relevant news to like minded friends.
- Cars are sold on site – therefore a key requirement of any communication must be to drive consumers to dealerships and events.

Strategy

- Create a branded consumer eNewsletter customised for each dealership.
- Use the eNewsletter as a vehicle for providing product, brand and event information to customers and prospects.
- Encourage customers to pass on BMW product & event information through an easy-to-use "send to a friend" functionality.
- Increase BMW's audience size by encouraging new customers / prospects to register for eNewsletters.

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Solution

- A BMW branded, customised, trackable eNewsletter template ("ePROPEL") was designed and built for each dealership and sent to customers and prospects.
- Prior to the EXPO, a clear call to action to register for the event was included within each eNewsletter.
- An effortless "send to friend" facility was integrated into each article within the eNewsletter, allowing consumers greater freedom in the information they passed on.

Results

- The EXPO was a great success for the two dealerships involved – Sylvania doubled its previous sales figures.
- Email proved to be the most successful of all EXPO advertising channels, with over 66% of all event registrants originating from the eNewsletters.
- Consumer feedback on the eNewsletters has been so favourable that the contact strategy has been extended further.
- The eminently measurable nature of email has provided BMW with valuable customer behaviour insights which can be leveraged for future activity.

