

Marketing Webinar Poll Results*

Currently Market:

*Based on 20 shops

Yes = 85%

No = 15%

Use 3rd Party Marketing:

CustomerLink - 3

Yes = 35%

MechanicNet - 1

No = 65%

Other - 3

Ask for Emails:

Yes = 80%

No = 20%

Send Emails:

Yes = 30%

No = 70%

Exposure

Print Advertising
Mailers/Emails
Referrals

Qualified Prospects

Mailers/Emails
Referrals

Outstanding Prospects

Call in for Info/Quote
Referrals

New Customer

Referrals

