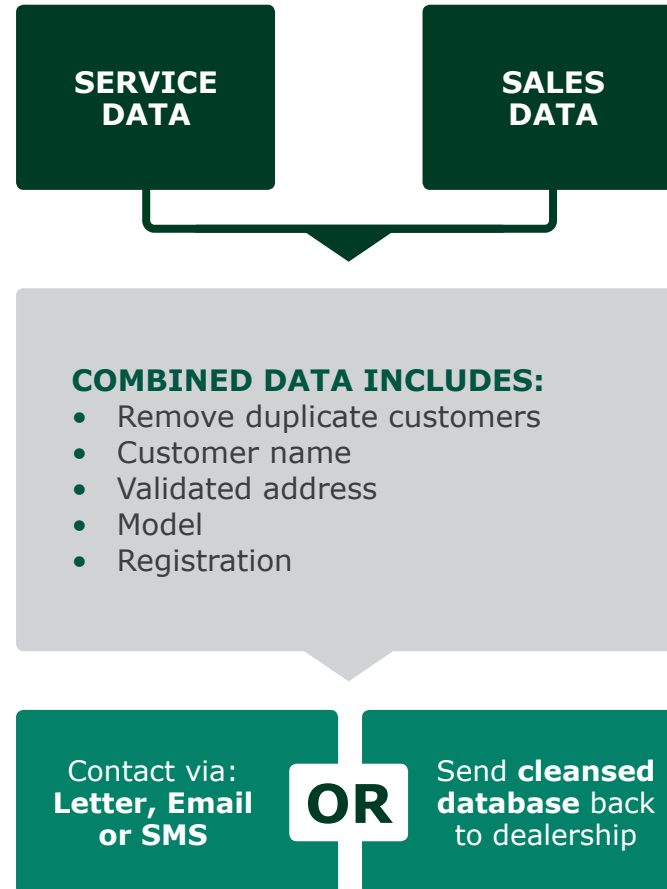


# NEW CAR DATABASE MAILOUT PROGRAM



## What is the **Process?**



## Program **Details**

### Contact Methods

#### Phone Calls

Up to three attempts on up to three different numbers

#### Letters

Includes full colour print, envelope and mailing costs

#### Text Messages

160 characters and reply emails

#### Multimedia Messages (MMS)

Includes images and up to 1,000 characters in a text message



# Why CRMA?



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**CRMA have been successfully providing professional assistance** to organisations who may lack the time, resources, equipment or expertise required **to take their marketing to the next level**, or who need a company to professionally maintain contact with their customers, letting them know they are valued.

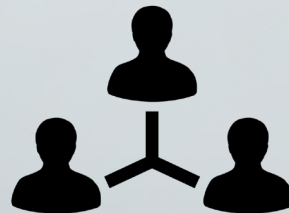
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If you want to return 100 of your customers, who have had previous relationships with your business; **this is where CRMA excels.**

Purchased databases are expensive and rarely targeted towards your business or your segment of the market. The data you have in your database is invaluable and an amazing resource. **At CRMA we make the most efficient and professional contact with the customers on your database to maximise your return on investment.**

Our techniques provide superior results, as contact on your behalf is only made with customers who have used and enjoy dealing with your company.

**CRMA see the value of creating programs which consistently aim to bring customers back, and keep these customers for the life of the product and beyond.**



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