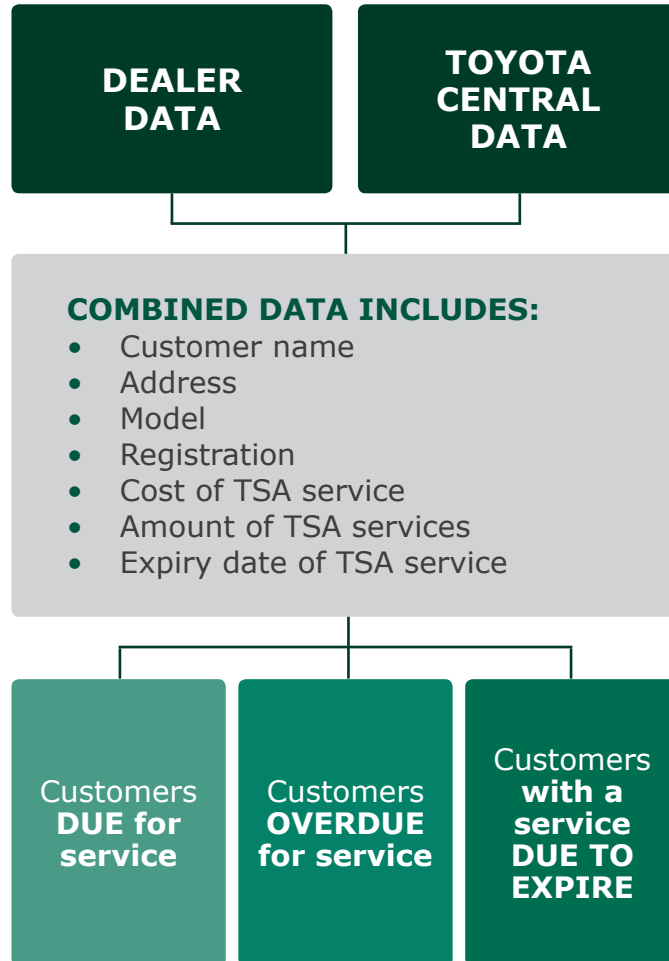


What is the **PROCESS?**

Program **DETAILS**



Pricing

\$295 base charge per month (plus GST)

Includes data matching, cleaning and compilation of returned mail and customers who could not be contacted

Contact Methods

\$1.04 per letter plus GST

Includes full colour print, envelope and mailing costs

\$4.80 per call plus GST plus \$150 admin charge

Three attempts on up to three numbers

\$0.20 per text message plus GST

160 characters and reply emails

\$150 email campaign plus GST

Up to 2,000 emails

Prices are accurate as of 31/12/2014 but subject to change, please call (03) 9670 8308 to confirm

CRMA TSA Customer Contact Program



Who are **CRMA**?

CRMA are located in the Docklands Precinct providing **national marketing solutions to clients throughout Australia**

CRMA specialise in the **vehicle industry with over 25 years experience**

CRMA are **data management specialists**

CRMA have worked with TMCA on many projects such as:

- The Welcome Back Campaign (with 122 dealerships in 2009)
- Toyota Used Car Customer Survey
- Market To Your Advantage (SRO)
- TSA Lost Customer Survey
- 28 Toyota Dealers using CRMA for Service Marketing



Why use **CRMA**?

We have a specialised TSA Marketing Program which is proven to provide **superior retention rates**

In the Southern Region TSA Market To Your Advantage Program we marketed **for 9 of the top 10 dealers**

Dedicated staff to make sure the job is done every month:

- No sick days
- No holidays
- We aren't too busy
- We custom a program to suit YOU

5 minutes work from you and your dealership to make **contact 3,000+ customers**

Within the three month program

- Heavy Weight dealer retention **grew by 5.8%**
- Middle Weight dealer retention **grew by 9.2%**
- Welter Weight dealer retention **grew by 7.6%**

The results are instant

Service Marketing **OFFER**

3 FREE MONTHS of Service Marketing!
Are you interested in this amazing offer?

CRMA in conjunction with TMCA are offering the base marketing cost free of charge for the first three months with every 12 month commitment*. **A saving to you of \$885 plus GST**.** Offer includes 3 types of Service Reminder letters and Service Marketing Plan assistance.

* minimum commitment of \$2,920.50 inc GST
** offer excludes contact costs

Offer expires 31st December 2014



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