

Document Services

EASY. ENGAGING. EFFECTIVE. | COVID-19 MARKETING IDEAS

SAVE ON VOLKSWAGEN SERVICE AT BAKER VOLKSWAGEN!

SYNTHETIC OIL & FILTER CHANGE

\$59.95

INCLUDES OIL & FILTER CHANGE



Complimentary

TIRE ROTATION

SPEND MORE, SAVE MORE!

\$10 Off
Any Service \$75.00 or More

\$15 Off
Any Service \$100.00 or More

\$20 Off
Any Service \$150.00 or More

AMENITIES:

- Complimentary Multi-Point Inspection
- Complimentary Service Incentive
- Complimentary Car Wash
- Complimentary Car Detail
- Complimentary Car Wash & Detail
- Complimentary Car Wash & Detail
- Complimentary Car Wash & Detail
- Complimentary Car Wash & Detail



FALL

sale

Open for your exclusive Fall Savings!



Jackson Dale
OBMC

4022 Townside Way | Dayton, OH 45424
937.493.2800 | www.jacksondaleobmc.com

Service Hours: Monday-Friday 7:00 am to 6:00 pm
Saturday 8:00 am to 1:00 pm
Sunday Closed

Member Since 2004. Licensed Technicians, 2000 Parts, Satisfaction Guarantee.
Other services including: NPI, Car Wash, Car Detail, Complimentary Service Incentives



Explore more. Worry less.

GAFFNEY
KIA

Get the experience you want. Meet with the experts you deserve.

PICK YOUR SAVINGS!

Take
\$20 OFF
OR
20% OFF
Any Service



TAYLOR SUBARU

4300 Reynolds Way • London, ON N7L 5J7 • Tel: (505) 456-7880 • www.TaylorSubaru.ca

WELCOME, AUTUMN

Thank you for your loyalty!



2020 FALL MAILER TEMPLATES

August, September
Back to School, Labor Day, Football, Fall, Breast Cancer Awareness

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POPULAR SEASONAL OFFERS

- Alignment Discounts
- Cooling System Service Specials
- Brake Specials
- All-Weather Floor Mats
- Battery – Complimentary Battery Check / Free Installation with Purchase
- Free Fall Inspection (Check battery, coolant, belts, hoses, headlights, fluids, tire pressure, brakes)

FIRSTLY

THANK YOU

FOR CONSIDERING US!

WHY CHOOSE REYNOLDS AND REYNOLDS?



PERSONALIZATION

Generate a higher return on your investment with personalized mailers that catch your customers' attention and convince them to take action.



VARIABLE PRINTING

Send the right offer to the right customers with variable printing. With one campaign you can target multiple customer segments with different offers, increasing response rates and protecting your bottom line. (See page 6 for examples).



CREATIVE DESIGN

Eye-catching design can mean the difference between your customer reading your direct mail piece or tossing it in the trash. Our creative design will get your message noticed by standing out in the mailbox.



INTELLIGENT OFFERS

Our nationwide network of marketing consultants has the experience to create offers that bring customers in. Throughout this book, you'll see examples of the ROI generated when these campaigns have been run for real dealers, and you'll see the offers that brought customers in.



SMART DATA

Send targeted, cost-effective mailers by using data to fine-tune your mailing list. In addition to choosing makes, models, year, and a zip code radius, Reynolds will work with you to identify top prospects.



QUICK TURNAROUND

Within 24 hours, our design team will create a mailer that meets your goals. Following approval, your mailers will be produced in three days or less.

CUSTOMIZE YOUR TEMPLATE

OUR TEMPLATES ARE 100% FLEXIBLE!



CHANGE THE
IMAGES



CHANGE THE
COPY



CHANGE THE SIZE



CHANGE THE
CONTENT



TEMPLATE CUSTOMIZATION

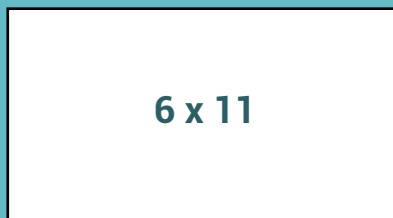
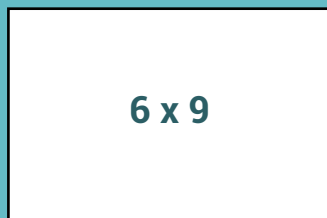
1. Logo
2. Address, Phone Number, and Website
3. Choice of vehicle images
4. Amenities
5. Personalized/variable text
6. Service hours
7. Custom coupons
8. Maps - especially important on conquest pieces!
9. QR codes



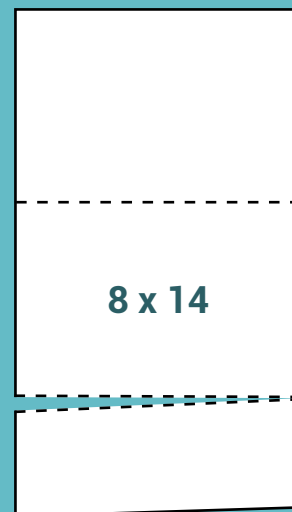
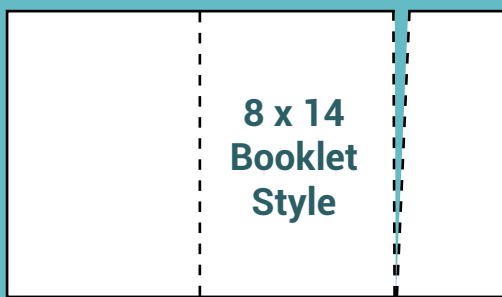
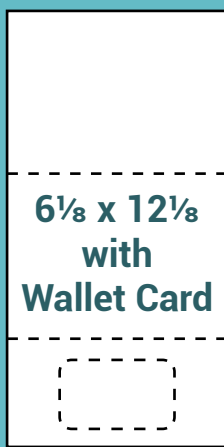
These options can be added to
ANY template!

SIZES

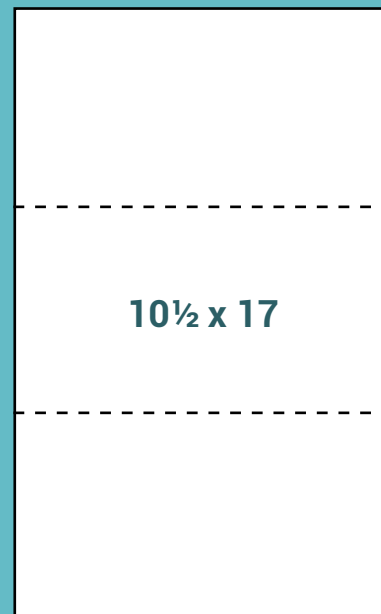
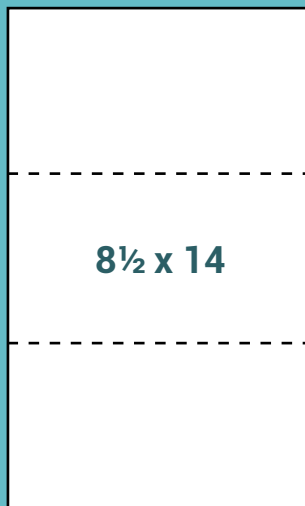
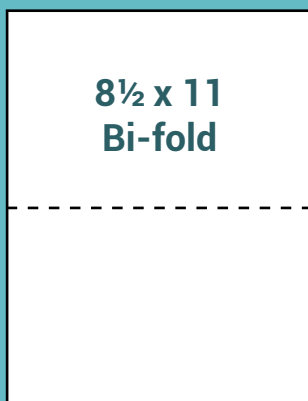
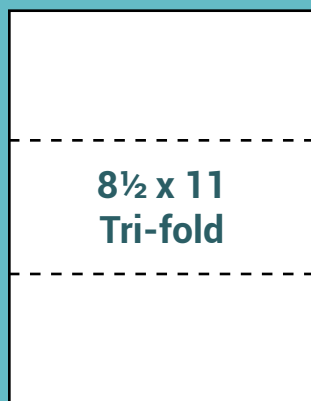
POSTCARDS



SELF-MAILER, with Perforated Certificate or Wallet Card




SELF-MAILER



VARIABLE OFFERS

Variable printing allows you to target different customers with different offers within one mailing. The example below illustrates how offers can be changed based on the customer's service history. Variable printing can also be used to print variable service advisor names or salesperson names.

3 different targets | 3 different offers | 1 campaign



Jackson Dale 1234 Hollywood Ave. 0085
Hollywood, CA 45401
123.456.7890

06/01/19
DATE

PAY TO THE ORDER OF John Samples

Five dollars - good towards any service performed DOLLARS

FOR The Jackson Dale Automotive Rebate

Dave Hoffman

⑆155774587⑆ 834872695 ⑆ 0085

THIS IS NOT A CHECK. OFFER GOOD ON LABOR ONLY. NO CASH VALUE. SERVICE REBATE MUST BE PRESENTED AT TIME OF WRITE UP. CANNOT BE COMBINED WITH ANY OTHER OFFER. EXPIRES 8/31/2017

Target 1
Current customers, who had service in the past 5 months, received **\$5.00** off.



Jackson Dale 1234 Hollywood Ave. 0085
Hollywood, CA 45401
123.456.7890

06/01/18
DATE

PAY TO THE ORDER OF Joe Buyer

Ten dollars - good towards any service performed DOLLARS

FOR The Jackson Dale Automotive Rebate

Dave Hoffman

⑆155774587⑆ 834872695 ⑆ 0085

THIS IS NOT A CHECK. OFFER GOOD ON LABOR ONLY. NO CASH VALUE. SERVICE REBATE MUST BE PRESENTED AT TIME OF WRITE UP. CANNOT BE COMBINED WITH ANY OTHER OFFER. EXPIRES 8/31/2017

Target 2
Recent inactive customers with no service in the past 6-8 months, received **\$10.00** off.



Jackson Dale 1234 Hollywood Ave. 0085
Hollywood, CA 45401
123.456.7890

06/01/18
DATE

PAY TO THE ORDER OF Jane Smith

Fifteen dollars - good towards any service performed DOLLARS

FOR The Jackson Dale Automotive Rebate

Dave Hoffman

⑆155774587⑆ 834872695 ⑆ 0085

THIS IS NOT A CHECK. OFFER GOOD ON LABOR ONLY. NO CASH VALUE. SERVICE REBATE MUST BE PRESENTED AT TIME OF WRITE UP. CANNOT BE COMBINED WITH ANY OTHER OFFER. EXPIRES 8/31/2017

Target 3
Longer-term inactive customers, with no service in the past 9-12 months, and customers who purchased a car in the last 6-12 months with no service visits, received **\$15.00** off.

SCHEDULING SUGGESTIONS

Mailers will be produced and delivered to the post office within three days of final approval of your artwork and mailing list. To allow time for standard delivery (6-9 days from production) please note the guidelines below for order approval dates. Some deadlines are extended because heavy mail volumes can impact delivery time.

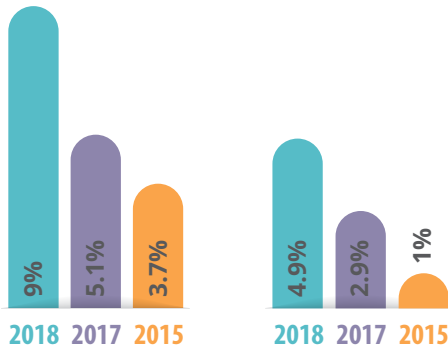
SEASON/EVENT	SUGGESTED MAIL DATES	SCHEDULING NOTES
Back to School	Mid July- Early August	Timing will vary based on when school starts in your area. Shoot for mailers to arrive two weeks before school starts.
Labor Day (September 7)	By August 14	Mailers should arrive 2 weeks prior to the holiday to optimize the length of time that the theme of the piece is relevant.
Football	Late August- Early September	If you're including a football schedule, shoot to have the mailer arrive a week or two before the season starts.
Fall	September 15- October 31	If you're mailing a Halloween-theme piece, shoot to have it in the mail by September 10. (Ask your Document Services Consultant to see our Halloween theme templates.)
Breast Cancer Awareness	September 14- 18	Plan to have the campaign arrive shortly before October 1, so that the content is relevant all month long.

READY TO GET STARTED?
Contact your Reynolds Document Consultant,
or email RDS@reyrey.com.

STATISTICS

2018 RESPONSE RATES

- 9% response rate to house lists (2017 response rate was 5.1%)
- 4.9% response rate to prospect lists (2017 response rate was 2.9%)



HOUSE LISTS **PROSPECT LISTS**

What about all that digital marketing? No digital channel comes close to generating the response rates of direct mail.



ONLINE MARKETING

THE POWER OF DIRECT MAIL



73% of American consumers say they prefer being contacted by brands via direct mail because they can read it whenever they want.



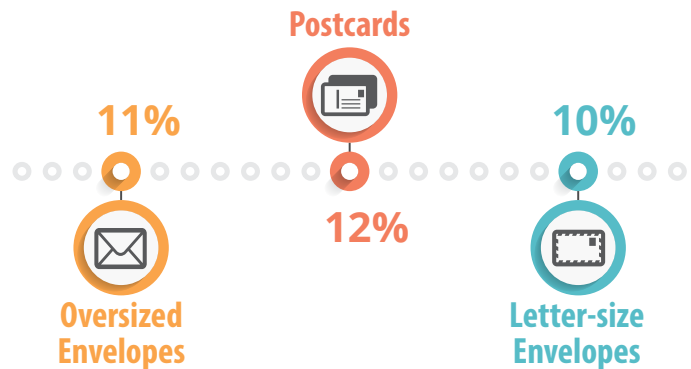
Advertising mail is kept in a household for **17 days** on average.



Direct mail recipients purchased **28%** more items and spent **28%** more money than people who didn't get the direct mail piece.

*Source for all 3 statistics: September 2020 "Mail Spoken Here" newsletter from the US Postal Service.

2018 RESPONSE RATES BY FORMAT



THE HUMAN CONNECTION



60%



57%

- 60% said this effect made a more lasting mental impression on them, making it easier to recall later on.
- 57% of respondents said that postcard marketing makes them feel more valued and creates a more authentic relationship.



135%

- Get personal: Adding a person's name and full color in the direct mail can increase response by 135%.

IDEAS

BACK TO SCHOOL

- A+ Savings
- A+ Amenities
- It's Time to Go Back to School
- Put the Kids on the Bus and Come See Us!
- We've Done Our Homework
- Your First Assignment: \$ave!
- Hurry in Before the Bell Rings
- Raise Your Hand for Savings
- Go Back to School in Style
- School Supply Savings
- Check These Off Your Back to School List
- ABC Savings
- Savings from A to Z

FOOTBALL/SUPER BOWL

- SUPER Savings
- Score Big Savings
- Are You Ready for Some Savings?
- Big Game Savings
- Extra Point Special
- Quarterback Sneak Special
- Flea Flicker Special
- 2-Point Conversion Special
- Kick-Off Service Savings
- Football Kickoff Savings
- Don't Miss the Action This Season

FALL

- Autumn is On Its Way
- Fall Into Savings
- Fall for Our Amazing Amenities
- Falling Prices
- Fall is Here
- Autumn Service Savings
- Special Autumn Savings
- Hello Autumn/Fall
- Rake in the Savings
- Autumn Days are Here
- Autumn Colors Savings
- Changing Colors Sale
- Don't LEAF These Savings
- Novemburrrr
- October Fest Sale
- Happy Fall Y'all
- Fall in Love with These Savings
- Welcome Fall

OFFERS THAT

DRIVE ACTION

“What’s in it for me?” That’s how a customer decides to keep or toss your offers. With shorter attention spans than ever before, it’s critical that your offers instantly make the customer say, “I want that.” The mailer below generated an impressive 10% response rate from inactive customers. It’s a great example of an effective, stand-out mailer.

People generally lose concentration after eight seconds.*

Simple offers with minimal restrictions work best.

Low price oil changes, tiered discounts based on the amount spent, and flat discounts (such as this offer for \$15 off any service) work well. They tell the customer exactly what they are getting without any work to figure out if it is a good deal or not.

Offers must be easy to redeem.

Make it easy for customers to contact you. On just this side of the postcard, the website is referenced three times—two times with the web address and once with a QR code.

Personalized offers with the customer’s name grab attention and give the offer a more exclusive feel.

Offers should stand out.

In this example, the coupons stand out because the white background contrasts well with the orange surrounding them. The word FREE is in a bright, large font to draw the customer’s attention.

The postcard is for RHG Auto Group, located at 800 Presidential Blvd., Schaeffer, AZ 85501, with phone number 1-800-767-7879 and website www.rhgauto.com. It features a '30 Oil Change Express' logo. The main message says '5000 You are due for service at RHG Auto Group!'. A personalized offer for Joe Reynolds is shown, valid until 6/30/17, for \$15.00 off any service. The offer is titled 'Fifteen Dollars - Good towards any service or repair' and 'Service Rewards'. Below this are two 'FREE' coupons: 'FREE Car Wash With Every Service' and 'FREE Certified Multi-Point Inspection'. A QR code is provided to schedule service. A map shows the location at the intersection of Marbo Ave NE and Lomas Blvd NE. The bottom of the postcard includes the name Joe Reynolds, address 200 South Main Street, Schaeffer, AZ 85501, and the website www.RHGAuto.com. Service hours are listed as Monday-Friday 7am to 6pm and Saturday 8:30am to 5pm.

*Source: Microsoft Insights 2015 study. Best Practices: Vehicle based lists vs. Household based lists

FALL

TEMPLATES

THEMES

BACK TO
SCHOOL

LABOR DAY

FOOTBALL

FALL

BREAST CANCER
AWARENESS

SIZES

6 x 9" POSTCARD

6 x 11" POSTCARD

6 $\frac{1}{8}$ x 12 $\frac{1}{8}$ " SELF-MAILER

8 x 14" SELF-MAILER

8 $\frac{1}{2}$ x 11" SELF-MAILER

8 $\frac{1}{2}$ x 14" SELF-MAILER

10 $\frac{1}{2}$ x 17" SELF-MAILER

REALRESULTS

Throughout this book, ROI results are shown for previous customers who ran a campaign that utilized artwork similar to the templates shown. Each customer's results will vary based on the offers, mailing list criteria, radius, and individual market factors.



Front



Back

BACK TO SCHOOL

6 x 9" POSTCARD



Front



Back



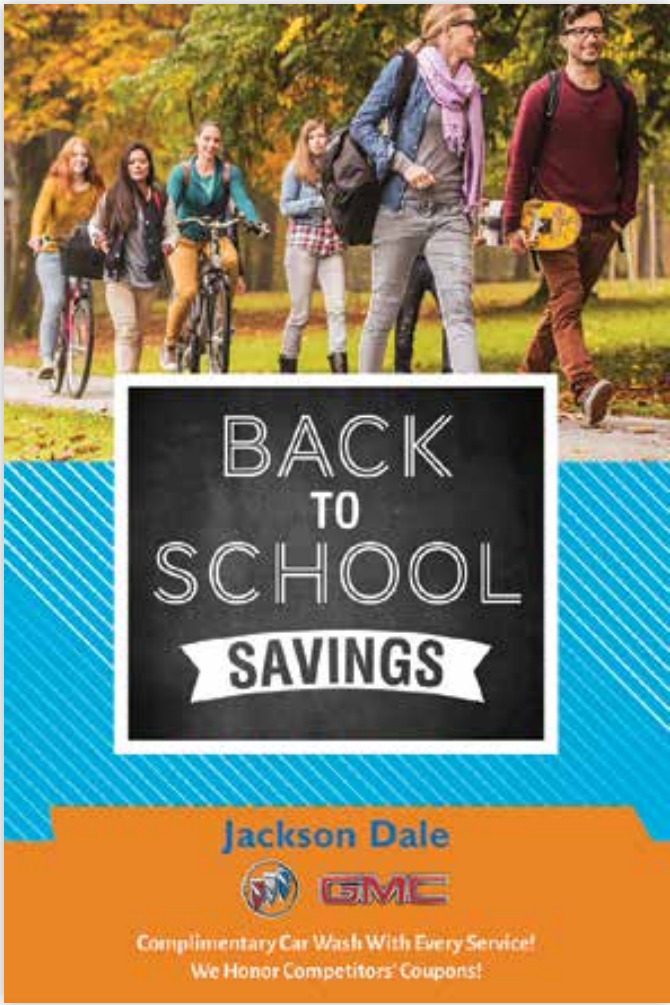
Front



Back

BACK TO SCHOOL

6 x 9" POSTCARD



Front



Back



Front



Back

WANT TO SEE A SAMPLE?
 Contact your Reynolds Document Consultant, or email RDS@reyrey.com.

BACK TO SCHOOL

6 x 9" POSTCARD

REALRESULTS

Here's how this campaign performed for one of our customers!

ROI: \$19:1

TARGET: INACTIVE CUSTOMERS

HOOK: OIL CHANGE \$39.95 CONVENTIONAL | \$59.95 SYNTHETIC

Haverfield Acura
705 N. Reynolds Dr. • Dayton, OH 45434
Main: 937-567-8970
Service: 937-567-8971
www.HaverfieldAcura.com

Service Hours:
Mon-Fri 8:00 AM to 6:00 PM
Sat 8:00 AM to 3:00 PM

WE PROUDLY OFFER

- Shuttle service & Loaner cars available
- Online service scheduling at our website
- Reconditioning services available
- Free car wash with every service
- Comfortable waiting lounge with Wi-Fi and refreshments

BUY 3 TIRES, GET 1 TIRE FOR ONLY \$1.00

John, turn over to see more offers just for you!

Front

Haverfield Acura
705 N. Reynolds Dr. • Dayton, OH 45434
Service Hours: Monday–Friday 8:00 AM–6:00 PM
Saturday 8:00 AM–3:00 PM • Closed Sunday
www.HaverfieldAcura.com

POSTAGE

BACK TO SCHOOL SAVINGS

Oil Change \$24.95 (Dex20)
Full synthetic oil changes and some vehicles and models may be higher. Valid only at Haverfield Acura. Please present coupon to redeem at time of write-up. Tax and other fees may apply. Not valid on previous service performed. Dealer reserves the right to limit the discount on certain vehicles and services. Expires 90 days from date on card.

Oil Change \$19.95 (All others)

10% OFF
Tiring Belt, Valve Adjustment and Replace Spark Plugs, Coolant Service
Labor Only, Min. of \$200

OR

15% OFF
Recommended Maintenance or Repair
Labor Only, Min. of \$200

John Samples
or Current Resident
123 Any Street
Hollywood, USA 98765-4321

Back

BACK TO SCHOOL

6 x 9" POSTCARD



Front



Back

WANT TO SEE A SAMPLE?
Contact your Reynolds Document Consultant, or email RDS@reyrey.com.


BACK TO SCHOOL


6 x 9" POSTCARD

REALRESULTS

Here's how this campaign performed for one of our customers!

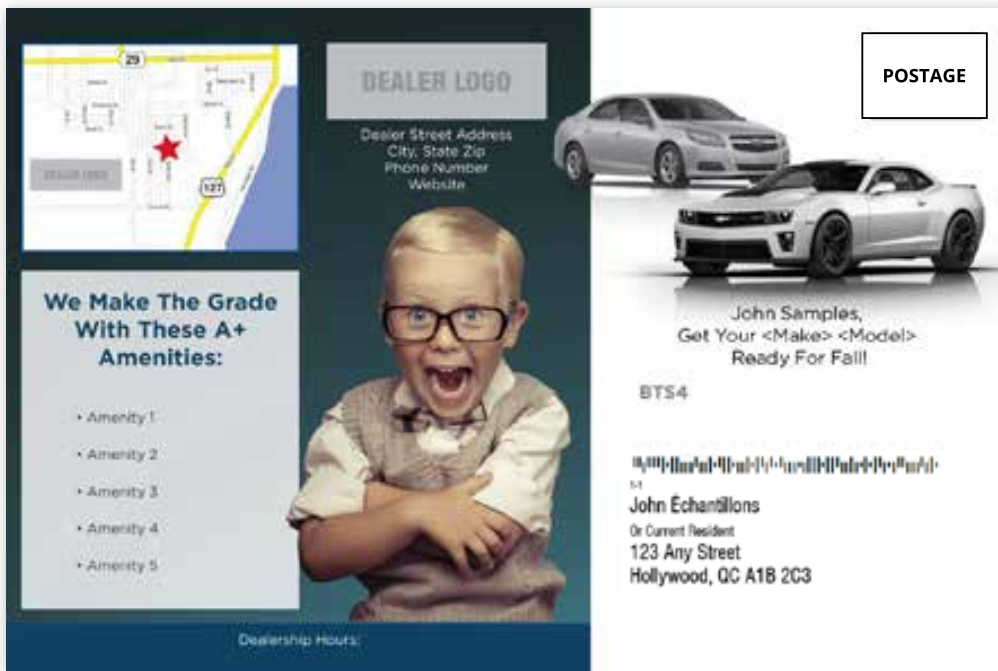
 **ROI: \$21:1**

 **TARGET: ACTIVE CUSTOMERS DUE FOR SERVICE, INACTIVE, AND CONQUEST**

 **HOOK: \$19.95 OIL CHANGE OR 10% OFF ANY SERVICE**



Front



Back

BACK TO SCHOOL

6 x 9" POSTCARD



Front



Back



Outside



Inside

FOLDED



Front



Back

BACK TO SCHOOL

8 x 14" SELF-MAILER



Outside

FOLDED



Front



Back



Inside



Outside



Inside

Including a sports schedule is a great way to extend the life and the reach of your mailing. These pieces are often posted on refrigerators and in shared work spaces.

FOLDED



Front



Back

BACK TO SCHOOL

10½ x 17" SELF-MAILER



Outside

FOLDED



Front



Back



Inside



Outside



Inside

FOLDED



Front



Back

BACK TO SCHOOL

10½ x 17" SELF-MAILER



Outside

FOLDED



Front



Back



Inside

TEMPLATE BTS9

BACK TO SCHOOL

8½ x 11" SELF-MAILER



Outside



Inside

FOLDED



Front



Back

BACK TO SCHOOL

6 1/8 x 12 1/8" SELF-MAILER

REAL RESULTS

Here's how this campaign performed for one of our customers!

ROI: \$53:1

TARGET: SERVICE DUE AND INACTIVE CUSTOMERS

HOOK: WORKS OIL CHANGE & TIRE ROTATION, \$34.95; \$25 OFF SERVICE OVER \$100

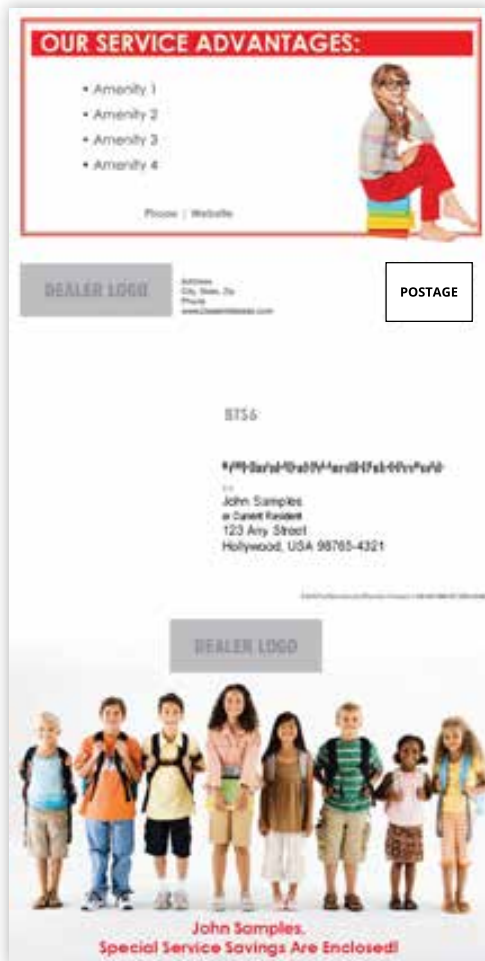
FOLDED



Front



Back



Outside



Inside

LABOR DAY SPECIALS

ENGINE COOLANT SPECIAL
 Cars: ~~\$129.99~~ **\$149.99**
 Trucks/SUV: ~~\$149.99~~ **\$169.99**

FRONT OR REAR DISC BRAKE SERVICE
 with Brake Inspecting
\$189.99

\$10 OFF BATTERY REPLACEMENT

4 WHEEL ALIGNMENT
\$69.95

CABIN AIR FILTER
 Breathe Fresh, Cleaner Air
\$27.50

OIL & FILTER CHANGE
\$7 OFF

HAPPY Labor Day
 FROM **GAFFNEY TOYOTA**
 4567 Reynolds Way
 Dayton, OH 45478
 937-456-7890
 www.GaffneyToyota.com

HIGH MILEAGE SPECIAL
15% OFF
 Total if Vehicle Has Over 100K Miles

MILITARY SPECIAL
15% OFF
 Valid for Active or Retirees with VETER ID

SPEND MORE, SAVE MORE

SPEND	SAVE
\$50 ⁰⁰ - \$100 ⁰⁰	\$5 ⁰⁰
\$100 ⁰⁰ - \$200 ⁰⁰	\$10 ⁰⁰
\$200 ⁰⁰ - \$300 ⁰⁰	\$15 ⁰⁰
\$300 ⁰⁰ - \$400 ⁰⁰	\$20 ⁰⁰
\$400 ⁰⁰ - \$500 ⁰⁰	\$25 ⁰⁰

Front

LABOR DAY SPECIALS AT GAFFNEY TOYOTA

4567 Reynolds Way • Dayton, OH 45478
 937-456-7890 • www.GaffneyToyota.com
 Service Hours: Monday-Friday 7:30 AM-5:00 PM

LABOR DAY PACKAGE
\$139.99
 Synthetic Oil Change up to 5 quarts,
 Tire Rotation and Wiper Blades

FREE BATTERY CHECK

FREE MULTI-POINT INSPECTION

TOYOTA Rent a Car TRY BEFORE YOU BUY!

John Samples
 Dr. Current Resident
 123 Any Street
 Hollywood, CA 94321

Free WiFi • Complimentary Coffee • Genuine Factory Parts
 We Service All Makes & Models • Online Service Scheduling

Back

LABOR DAY

6 x 11" POSTCARD



Front



Back

HAVERFIELD
Honda

456 Reynolds Way • Dayton, OH 45678
937-456-7890 • www.HaverfieldHonda.com
Hours: Monday-Friday 7:00 AM to 6:00 PM
Saturday 7:00 AM to 5:00 PM Sunday Closed

CALL TODAY TO SAVE!





JOHN,
ARE YOU READY FOR SOME
SAVINGS?

Trust our team to provide the best service experience in the Dayton area. Take advantage of all the extra benefits we provide!

- Factory Trained Technicians
- Complimentary Refreshments Available
- Comfortable Lounges with TV
- Shuttle Service Available

Front

HAVERFIELD
Honda

456 Reynolds Way • Dayton, OH 45678
937-456-7890 • www.HaverfieldHonda.com

Hours: Monday-Friday
7:00 AM to 6:00 PM
Saturday 7:00 AM to 5:00 PM
Sunday Closed

POSTAGE

JOHN,
ARE YOU READY FOR SOME
SAVINGS?



OIL CHANGE
\$10 OFF

Includes up to 5 quarts of motor oil and filter. Excludes taxes and disposal fees. Offer good on all Honda models.

DISCOUNT ON VEHICLE SERVICE
15% OFF LABOR & 10% OFF PARTS

ANY REPAIR

BRAKE SERVICE
FREE

BRAKE INSPECTION

20% OFF

ANY REPAIRS (LABOR)

TEMPLATE F35

John Samples
Dr. Current Resident
123 Any Street
Hollywood, CA 54321

Back

FOOTBALL

6 x 9" POSTCARD

Colors can be adjusted for any team!



Front



Back

GOLDEN HYUNDAI 456 Reynolds Way • Dayton, OH 45678
937.456.7894 • www.GoldenHyundai.com

FALL FOOTBALL

KICKOFF SAVINGS

TAILGATE SPECIAL
Lube, Oil & Filter, Tire Rotation & Multi-Point Inspection
\$24.95

BONUS BUCKS

SPEND	SAVE!
\$100.00-\$199.99	\$10 OFF
\$200.00-\$299.99	\$20 OFF
\$300.00-\$399.99	\$30 OFF
\$400.00-\$499.99	\$40 OFF
\$500.00 OR MORE	\$50 OFF

EXPERIENCE THE GOLDEN HYUNDAI DIFFERENCE
Service All Makes & Models | Schedule Your Service Online | FREE WiFi | Complimentary Car Wash
Children's Play Area | Complimentary Manicures - Wednesday and Thursday
We service ALL MAKES AND MODELS

HYUNDAI

Front

JOHN
COME IN TO SCORE BIG

JAGUARS

Sept 2	at Mississippi	6:37 PM
Sept 8	vs Oklahoma State	7:02 PM
Sept 15	vs Arkansas State	8:02 PM
Sept 22	vs Idaho	7:00 PM
Sept 29	at Louisiana State	7:00 PM
Oct 6	at Texas	7:00 PM
Oct 13	at Louisiana/Memphis	7:00 PM
Oct 20	at Georgia State	8:30 PM
Nov 4	vs Louisiana/Louisiana	7:00 PM
Nov 11	vs Arkansas State	7:00 PM
Nov 18	at Georgia Southern	7:00 PM
Dec 2	at Texas A&M State	7:00 PM

CRIMSON TIDE

Sept 2	vs Florida State	7:02 PM
Sept 9	vs Kansas State	8:02 PM
Sept 16	vs Colorado State	8:00 PM
Sept 23	at Florida Int'l	7:00 PM
Sept 30	at Ole Miss	7:00 PM
Oct 7	at Texas A&M	7:00 PM
Oct 14	at Arkansas	7:00 PM
Oct 21	vs Tennessee	7:00 PM
Nov 4	vs LSU	7:00 PM
Nov 11	at Mississippi State	7:00 PM
Nov 18	at Wake Forest	7:00 PM
Nov 25	at Auburn	7:00 PM

TIGERS

Sept 2	vs Georgia Southern	7:00 PM
Sept 9	at Clemson	7:02 PM
Sept 16	at Wake Forest	7:00 PM
Sept 23	at Missouri	7:00 PM
Sept 30	at Wake Forest State	7:00 PM
Oct 7	vs Ole Miss	7:00 PM
Oct 14	at LSU	7:00 PM
Oct 21	at Arkansas	7:00 PM
Nov 4	at Texas A&M	7:00 PM
Nov 11	vs Georgia	7:00 PM
Nov 18	at Louisiana/Memphis	7:00 PM
Nov 25	vs Alabama	7:00 PM

HYUNDAI GENUINE PARTS

GOLDEN HYUNDAI

456 Reynolds Way • Dayton, OH 45678
937.456.7894 • www.GoldenHyundai.com

Service Hours:
Monday-Friday 7:00 AM to 6:00 PM
Saturday 7:00 AM to 4:00 PM

POSTAGE

TEMPLATE F22

John Echallions
Dr. Current Resident
123 Any Street
Hollywood, QC A1B 2C3

WWW.GOLDENHYUNDAI.COM

Back

Including a sports schedule is a great way to extend the life and the reach of your mailing. These pieces are often posted on refrigerators and in shared work spaces.

FOOTBALL

6 x 11" POSTCARD



Front



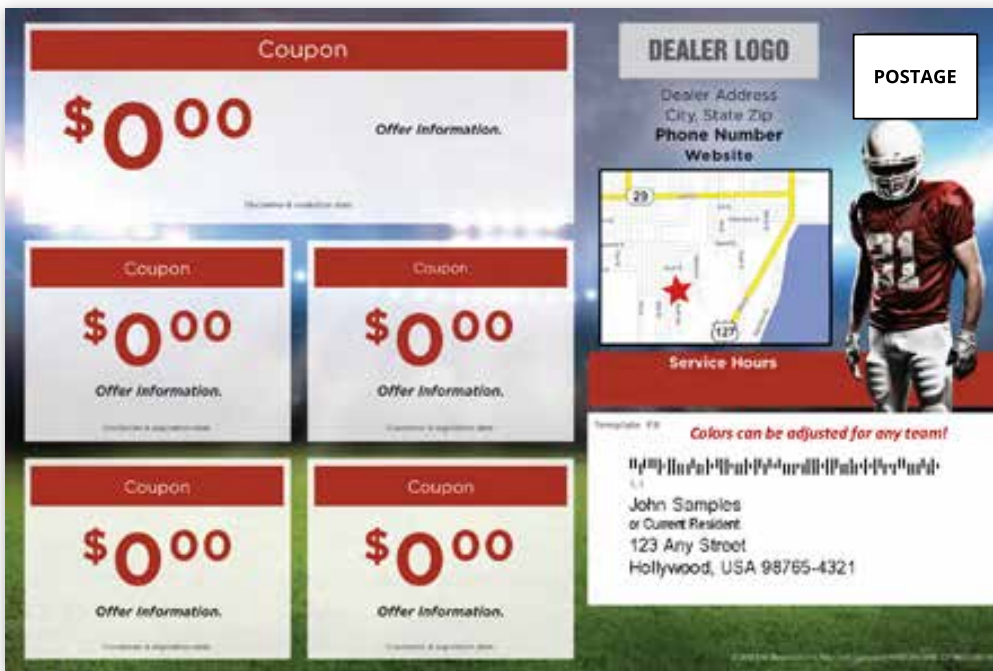
Back

WANT TO SEE A SAMPLE?
Contact your Reynolds Document Consultant, or email RDS@reyrey.com.

Including a sports schedule is a great way to extend the life and the reach of your mailing. These pieces are often posted on refrigerators and in shared work spaces.



Front



Back

Including a sports schedule is a great way to extend the life and the reach of your mailing. These pieces are often posted on refrigerators and in shared work spaces.

FOOTBALL

6 1/8 x 12 1/8" SELF-MAILER



Outside

FOLDED



Front



Inside

Including a sports schedule is a great way to extend the life and the reach of your mailing. These pieces are often posted on refrigerators and in shared work spaces.



Back



Outside



Inside

Including a sports schedule is a great way to extend the life and the reach of your mailing. These pieces are often posted on refrigerators and in shared work spaces.

FOLDED



Front



Back

FOOTBALL

8 x 14" SELF-MAILER



Outside

FOLDED



Front



Inside

Including a sports schedule is a great way to extend the life and the reach of your mailing. These pieces are often posted on refrigerators and in shared work spaces.



Back



Front

Back

FALL

6 x 9" POSTCARD

NEW!

NEW!

Jackson Dale
GMC

4657 Reynolds Way | Dayton, OH 45478
 937.456.7890 | www.jacksondalebuickgmc.com

Service Hours: Monday-Friday 7:00 am to 6:00 pm
 Saturday 8:00 am to 1:00 pm
 Sunday-Closed

Amenities: Factory Trained Technicians, OEM Parts, Satisfaction Guarantee
 Online Service Scheduling, WiFi, Comfortable Lounge, Complimentary Snacks/Beverages

Front

POSTAGE

10% OFF W/CLIP **WILD CARD ANY REPAIR**

How many times have you seen an advertised coupon for something you don't need? YOU DECIDE THE REPAIR YOU NEED AND WE'LL GIVE THE DISCOUNT.

This offer excludes Tax, Labor, Parts, and special requests for vehicles at time of purchase. May not be combined with any other offers. Void where prohibited. Excludes 1/2019.

49⁹⁵ W/CLIP **OIL CHANGE WELCOME BACK!**

- Multi-Point Inspection
- Check Brakes & Tires
- Top Off All Fluids
- Replace Filter & Engine Oil Up to 6 Quarts
- Battery Test

Excludes additional Tax and Labor. Please contact manager for vehicle details at time of purchase. May not be combined with any other offers. Void where prohibited. Excludes 1/2019.

79⁹⁵ W/CLIP **PERFORMANCE A/C TEST**

- Performance Test for Proper Cooling
- Inspect Hoses & Lines for Visible Leaks
- Inspect Drive Belts
- Inspect Cabin Air Filter (CAF) (3,000 Miles)
- Inspect & Air Clean Condenser & Radiator Grille
- Parts Replacement &/or Flush Extra if Needed.

Excludes additional Tax and Labor. Please contact manager for vehicle details at time of purchase. May not be combined with any other offers. Void where prohibited. Excludes 1/2019.

TEMPLATE F38

14C
 John Samples
 Dr. Current Resident
 123 Any Street
 Hollywood, CA 54321

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Back



SAVE ON VOLKSWAGEN SERVICE AT BAKER VOLKSWAGEN!

SYNTHETIC OIL & FILTER CHANGE

\$59.95

INCLUDES OIL & FILTER CHANGE

Price may be higher for certain models, such as those requiring synthetic oil. Includes 40 quarts of 5W-30 motor oil. Must present offer at time of service. May not be combined with other offers. Each service per customer for vehicles with the production code shown on each card only at Baker Volkswagen, Dayton, OH 45424.



Complimentary

TIRE ROTATION

We will rotate tire positions, inspect for wear, inspect valve stems for damage, inflate tires to correct pressure, and replace missing valve caps. Address of Baker Volkswagen, Dayton, OH 45424.

SPEND MORE, SAVE MORE!

\$10 Off

Any Service Of \$50 Or More

\$15 Off

Any Service Of \$100 Or More

\$20 Off

Any Service Of \$250 Or More

Must present offer at time of write-up. Offer valid for 30 days. Amount applied to labor costs. Offer not for combination with other offers. See www.bakervw.com for restrictions. Not redeemable for previous purchases or credit. Offer only at Baker Volkswagen, Dayton, OH 45424.



AMENITIES:

- > Online Service Scheduling
- > Shuttle Service
- > Comfortable Lounge
- > Wi-Fi
- > Complimentary Snacks & Beverages
- > Complimentary Car Wash
- > Complimentary Multi-Point Inspection
- > Price Match Guarantee
- > We Honor Competitor's Coupons
- > VIP & Concierge Services
- > Free Loaner Car With Any 24 Hour Service

Front



POSTAGE

Fall

INTO SAVINGS!

SEE OTHER SIDE FOR MORE DETAILS!



Baker Volkswagen

4567 Reynolds Way | Dayton, OH 45478
937.456.7890 | www.bakervw.com

Service Hours:
Monday - Thursday 7 AM to 7 PM
Friday 6 AM to 7 PM
Saturday 8 AM to 5 PM
Sunday 12 PM to 5 PM



TEMPLATE F37



14

John Samples
Or Current Resident
123 Any Street
Hollywood, CA 54321

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Back

FALL

6 x 9" POSTCARD



Front



Back



Front



Back

FALL

6 x 11" POSTCARD

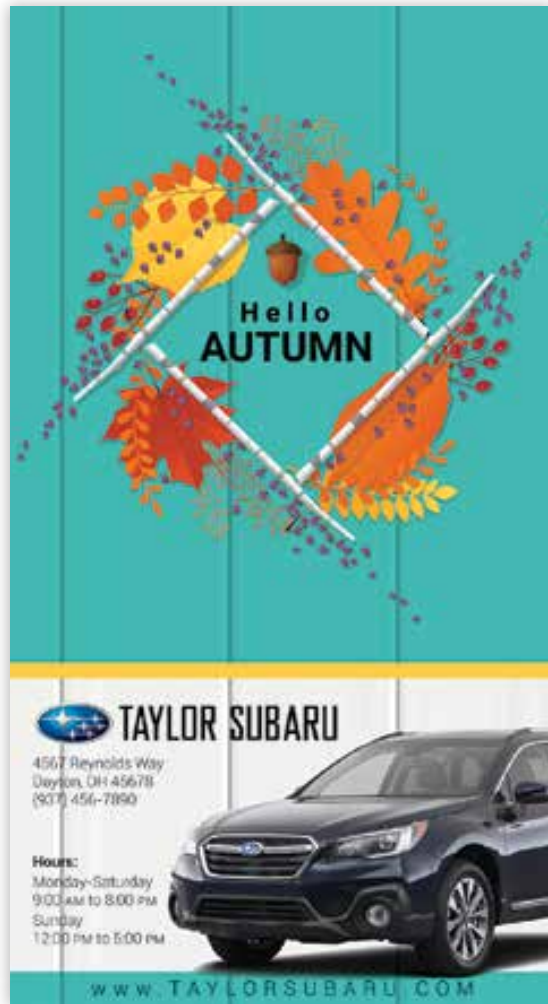
REALRESULTS

Here's how this campaign performed for one of our customers!

ROI: \$23:1

TARGET: CONQUEST

HOOK: \$20 OFF OIL CHANGE; \$75 OFF MAJOR SERVICE (30/60/90K)



Front



Back



Front



Back

FALL

6 x 11" POSTCARD

THESE DEALS ARE **A-MAIZE-ING!**
 Sorry for the CORN-Y jokes!



VIP "THE WORKS" SPECIAL
\$69⁹⁵
SAVE \$30!

- Full synthetic oil change
- Tire rotation
- Multi-point inspection
- Front wiper blades
- Exterior car wash (weather permitting)

ROSERMAN  406 Reynolds Way | Dayton, OH 45276
 937-456-7800 | www.RosemanMazda.com

SERVICE HOURS:
 Monday-Friday 7 am to 7 pm | Saturday 7 am to 5 pm

COME SEE WHY WE'RE YOUR DESTINATION FOR MAZDA SERVICE!

- Free Vehicle Pick Up & Delivery
- Convenient Service Hours - Early Saturday!
- Early & Night Drop Off
- Courtesy Shuttle Service
- Customer Workstations
- Complimentary Wi-Fi
- Comfortable, Child-Friendly Waiting Area
- Complimentary Snacks & Beverages
- Car Wash With Every Service
- Factory-Trained & Certified Technicians
- We Service All Makes & Models
- We Honor Competitor's Choices

Conveniently Located!



Front

ROSERMAN  456 Reynolds Way
 Dayton, OH 45476
 937-456-7800
 www.RosemanMazda.com

FLOOR MAT SPECIAL
15% OFF
 Custom All-Weather Floor Mats

BUY MORE, SAVE MORE!

SPEND THIS	SAVE THIS
\$100 ⁰⁰ -\$300 ⁰⁰	Save \$15 ⁰⁰
\$301 ⁰⁰ -\$500 ⁰⁰	Save \$30 ⁰⁰
\$501 ⁰⁰ -\$1000 ⁰⁰	Save \$50 ⁰⁰
\$1001 ⁰⁰ -\$1500 ⁰⁰	Save \$100 ⁰⁰
\$1501 ⁰⁰ & UP	Save \$175 ⁰⁰

John, get your 2015 Mazda CX3 ready for cooler weather!
 Schedule a service appointment at www.RosemanMazda.com today!

POSTAGE

TEMPLATE F21
 John Samples
 or Current Resident
 123 Any Street
 Hollywood, USA 98765-4321

Back



Front



Back

FALL

6 x 9" POSTCARD

REALRESULTS

Here's how this campaign performed for one of our customers!

ROI: \$31:1

TARGET: INACTIVE CUSTOMERS

HOOK: 10% OFF 2, 15% OFF 3, OR 20% OFF 4 SERVICES



Front



Back



Front



Back

FALL

6 x 11" POSTCARD

REALRESULTS

Here's how this campaign performed for one of our customers!

ROI: \$64:1

TARGET: INACTIVE CUSTOMERS

HOOK: 20% OFF PARTS AND LABOR (UP TO \$300)

FALL

6 x 9" POSTCARD

REALRESULTS

Here's how this campaign performed for one of our customers!

ROI: \$17:1

TARGET: INACTIVE CUSTOMERS

HOOK: WORKS OIL CHANGE & TIRE ROTATION, \$34.95



Front



Back

TEMPLATE F5



Front



Back

FALL

6 x 9" POSTCARD

REALRESULTS

Here's how this campaign performed for one of our customers!

 **ROI: \$25:1**

 **TARGET: SERVICE DUE AND INACTIVE CUSTOMERS**

 **HOOK: \$39.95 OIL CHANGE, TIRE ROTATION, AND CAR WASH; 10% OFF ANY SERVICE**

FALL

6 x 9" POSTCARD

REALRESULTS

Here's how this campaign performed for one of our customers!

ROI: \$60:1

TARGET: SERVICE DUE AND INACTIVE CUSTOMERS

HOOK: 20% OFF PARTS AND LABOR (UP TO \$250)



Front



Back



Outside



Inside

FOLDED



Front



Back

FALL

8 x 14" SELF-MAILER

NEW!

NEW!



Outside

FOLDED



Front



Inside



Back



Outside



Inside

FOLDED



Front



Back

FALL

6 1/8 x 12 1/8" SELF-MAILER



Outside



Inside

FOLDED



Front



Back

TEMPLATE F29

FALL

10½ x 17" SELF-MAILER



Outside



Inside

FOLDED



Front



Back

FALL

8 x 14" SELF-MAILER



Outside

FOLDED



Front



Back



Inside

10½ x 17" SELF-MAILER

REALRESULTS

Here's how this campaign performed for one of our customers!

ROI: \$104:1

TARGET: ACTIVE, INACTIVE, & CONQUEST

HOOK: \$44.95 SYNTHETIC OIL CHANGE & TIRE ROTATION



Outside



Inside

FOLDED



Front



Back

FALL

8 x 14" SELF-MAILER



Outside

FOLDED



Front



Inside



Back



Outside



Inside

FOLDED



Front



Back

FALL

10½ x 17" SELF-MAILER

REALRESULTS

Here's how this campaign performed for one of our customers!

ROI: \$109:1

TARGET: ACTIVE & INACTIVE CUSTOMERS

HOOK: \$29.95 FULL SYNTHETIC OIL CHANGE & TIRE ROTATION



Outside

FOLDED



Front



Back



Inside



Front



Back

MARKETING IDEAS FOR COVID-19

Direct Mail from Reynolds Document Services not only features your brand, but also allows you the flexibility to customize your unique message. Your Document Services Consultant can help you adjust your current marketing to include COVID-19 messaging, or create a brand-new proof for you.

Keep in touch with your customers, let them know what safety precautions you're implementing in your dealership, and reassure them that you're there for them.

Here are some ideas to help you get started!



MESSAGES

Show your customers that you're empathetic to the current situation.

- We're here for you
- We're all in this together
- "YOURCITY" STRONG!
- We're open
- New Normal? No Problem!
- Explore More. Worry Less.
- Your vehicle has been disinfected
- Thank you for your loyalty
- Messages on how you're supporting community



REVISED PROCEDURES

Give customers peace of mind by letting them know about your special operating procedures.

- Employee health checks
- Following CDC, state, local guidelines
- Removal of shared items like magazines, toys, and books
- Revised snack offerings, such as individually-wrapped
- Use of gloves, masks, and interior vehicle protection items
- Facility sanitation steps
- Vehicle disinfection steps
- Enforcement of social distancing procedures
- Special hours for seniors, health-care workers, first-responders



AMENITIES

Let customers know about your amenities that are not only convenient, but that help keep them safe.

- Outdoor waiting areas
- Concierge service (vehicle pick-up and delivery)
- Uber/Lyft or shuttle ride to near-by shops (5 mile radius)
- Hand-sanitizer stations
- No-contact drop-off (via envelope and form)
- Complementary vehicle disinfection with service
- Online scheduling
- Complementary vehicle disinfection with service
- Special offers for healthcare workers and first responders
- Sales: Remote Test Drive & Home Delivery

**TO RECEIVE A COMPLEMENTARY COPY OF OUR COVID-19 RESOURCE GUIDE,
CONTACT YOUR DOCUMENT SERVICES CONSULTANT.**

TEMPLATES

Reynolds has created a series of COVID-19 related templates to help you communicate with your customers. From simple "Welcome Back" themes to more detailed designs with social distancing and cleanliness procedures, these templates provide a great starting point for COVID-19 related campaigns, and they are fully customizable to meet your needs.

C1

C4

C5

C6

C7

C8



Document Services

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